MATTEL, INC. TOYMAKERS

Barbie® and Ken™

GIFT SET INCLUDES WARDROBE FOR EACH

Ⓐ Complete Set **9.88**

"BARBIE" DOLL WITH MIX-N-MATCH WARDROBE

Ⓓ Set Only **7.88**

Use GMC's Credit Command plan to buy beautiful doll sets today—see page 789

Ⓑ "Barbie" Doll **1.93**

GMC 656

Ⓒ

[1] [2] [3] [4]

BEAUTIFUL "BARBIE" FASHION ENSEMBLES

[5] [6] [7] [8] [9]

SMART *fashion-plate dolls* BY MATTEL

TO PLEASE EVERY GIRL!

A "BARBIE AND KEN" DOLL SET COMPLETE WITH WARDROBE

Together for the first time in one complete set—"Barbie" and boyfriend "Ken"—plus complete wardrobes for both! Everyone loves these miniature Mattel dolls—and their fine-fabric wardrobes. All fashions tailor-made—tiny zippers actually work, full coat linings, and fashion-right accessories! Dolls made of flesh-toned vinyl plastic, with movable legs, arms, head. "Barbie" stands 11½ in. tall—has beautiful long rooted Saran hair that can be washed, combed, and curled! Crew-cut "Ken" stands 12½ in. tall—is the apple of any girl's eye! Exquisitely-detailed costumes can be combined to make dozens of outfits. **"Barbie" Outfits** include: pullow dress, slacks, jacket, tennis jacket, play suit, wool skirt, sandals, socks, tennis racket and balls, panties and bra, pearl necklace, and tennis instruction book. **"Ken" Outfits** include sweater, polo shirt, sport jacket, corduroy pants, under-shorts, sport shoes, tennis shoes, sun glasses, two pairs of socks, tennis racket, and tennis shorts. Both dolls wear smartly styled swimsuits.

82-0621 A—Set. Wt. 2½ lbs..... **9.88**

B C THE "BARBIE" DOLL WITH A CHOICE OF FASHION CLOTHES

[B] "Barbie" Doll. The most wanted doll of them all! Lovely "Barbie" is so lifelike she almost breathes—girls of all ages love her and enjoy washing, combing, and styling her attractive rooted Saran hair. "Barbie" stands 11½ in. tall —made of flesh-toned vinyl plastic with movable arms, legs, and head. She wears a smartly styled jersey swimsuit, earrings, and summer sandals—and has a special pedestal so she can stand. Choose one or all nine of the dazzling fashion outfits designed especially for Barbie—see [C] at right for complete listings.

82-0662 A—Shpg. wt. ½ lb..... **1.93**

[C] "Barbie's" Clothes. Her fashions are exquisitely detailed—tiny zippers work, coats have tailored linings, and outfits have matching shoes and tiny coordinated accessories! All garments made of the finest fabrics. Choose one or a complete wardrobe. Wt. ½ lb.

82-0928 A—Outfit [1]	2.17
82-0993 A—Outfit [2]	3.66
82-1132 A—Outfit [3]	2.77
82-1009 A—Outfit [4]	1.04
82-1033 A—Outfit [5]	1.47
82-0845 A—Outfit [6]	1.47
82-0902 A—Outfit [7]	2.77
82-1314 A—Outfit [8]	1.04
82-1181 A—Outfit [9]	2.44

D "BARBIE" MIX-N-MATCH SET INCLUDES DOLL AND WARDROBE

A delightful set designed to please any girl—one of the year! Includes the "Barbie" doll, plus a versatile wardrobe! Garments are made of fine fabrics, complete to the last detail with tiny zippers, tailored coat linings, 11½ in. tall "Barbie" made of flesh-toned vinyl plastic—has movable arms, legs, and head. Her rooted wavy hair can be washed, combed, and styled in many different ways! "Barbie" wears a smart jersey swimsuit, fashion-new earrings, and summer sandals—has pedestal to stand on. Her wardrobe includes: coat and hat, sailing jacket, sleeveless sweater and skirt, matching cardigan and pullover, play suit, levis and blouse, leotards, shorts, bra, panties, gloves, shoes, crystal necklace and valise—enough pieces for over 70 different combinations! Fun for every girl!

82-0431 A—Set. Wt. 2 lbs..Only **7.88**

"Ken" doll plus 4 complete outfits, shoes and accessories

11.88

Set

E "KEN" DOLL PLUS HIS HANDSOME GO-EVERYWHERE WARDROBE

All the girls who love "Barbie" really go for "Ken." He's "Barbie's" handsome boyfriend—and such a doll dressed! "Ken's" fine-fabric wardrobe is so lifelike—zippers work, coats have tailored linings, and he has the tallest accessories ever! 12½ in. "Ken" is made of vinyl plastic with crew cut hair, movable arms, legs, and head. He wears bathing trunks and sandals—comes complete with towel and wire stand to hold him up. Set includes doll plus four complete outfits: "Dreamboat," "Sleeper," "Campus Hero," and "Tuxedo." Buy the complete set with enough clothes to take "Ken" anywhere, or buy the doll only and choose the outfits you want.

82-2130 A—Set. Wt. 2 lbs.....	11.88
82-1983 A—Doll only. 1 lb.....	2.37
82-2072 A—"Tuxedo." Wt. ½ lb..	3.66
82-2023 A—"Campus Hero." ½ lb..	2.17
82-2015 A—"Sleeper." ½ lb.....	1.04
82-2064 A—"Dreamboat." ½ lb....	2.77

F Clothing Patterns **87c** Per Set

Beautiful trunk for "Barbie" and clothes

3.67

H

G "BARBIE" PATTERNS BY ADVANCE ASSURE SEWING FUN

Make high-fashion clothing for "Barbie." It's simple with this set of 12 complete patterns. Set consists of patterns for dresses, stunning sports outfits, coat, ballet outfit, etc. Instructions to make dress-making easy! ½ lb.

82-2114 A—"Barbie" patterns.....**87c**

H "BARBIE" DOLL TRUNK

A beautiful companion-piece for the "Barbie" doll and all her fashionable clothes. Trunk has roomy accessory drawers plus plenty of hanging space for clothes. Doll fits into one section—with retaining strap. Made of top-quality vinyl in patent leather finish—electronically seamed. 6-color screening. Features clamp-type lock. Measures 13 in. high.

87-7829 A—Shpg. wt. 3 lbs..... **3.67**

I "BARBIE'S" DREAM HOUSE

Brand new! Now "Barbie" has her own "efficiency apartment" that's carefully scaled for her alone! Corrugated fiberboard suitcase unfolds quickly and easily into three walls and floor of "house." Complete with custom-designed easily assembled furniture, rugs, and decorative accessories made of sturdy heavyweight cardboard. Everything folds into suitcase for carrying or neat storage. House measures 26 x 14½ x 33 in. high.

87-0071 A—Shpg. wt. 8 lbs..... **5.63**

"Barbie's" Dream House **J 5.63**

House and furniture fold into suitcase!

OUTFIT INCLUDES:

- Helmet
- Jersey
- Pants
- Shoulder Pads

4-Pc. Set

11.24

BOYS' 4-PC. FINE-QUALITY FOOTBALL OUTFIT

For rugged play! **Fully padded helmet** endorsed by Lou Groza. Covered with resistible—5-point suspension, double-bar face guard. One-piece adjustable chin strap. White with red stripes, black numeral. **100% cotton jersey** in black with white numeral. **Pants** have heavy-weight cotton red front, white heavy-weight knit back. Extra-protective hip, kidney, spine padding—fiber thigh guards, padded knees. **White shoulder pads** with molded vulcanized fiber arches, flaps, caps. Drill-covered quilted padding; front, back lacing. Leather-bound neck. Small (ages 6 to 8, weights to 75 lbs.), medium (ages 8 to 12, weights to 100 lbs.), large (ages 12 to 14, weights to 125 lbs.)—specify size.

41-1090 KY—Complete set. Shpg. wt. 6 lbs....Pay Only **11.24**
41-1126 KY—Helmet. Shpg. wt. 2 lbs.....Pay Only 4.47
41-1249 KY—Jersey. Shpg. wt. ½ lb.....Pay Only 1.74
41-1207 KY—Pants. Shpg. wt. 2 lbs.....Pay Only 4.47
41-1157 KY—Shoulder pads. Wt. 2 lbs.....Pay Only 3.57

A Pads **5.27**

B Helmet **5.27**

C Pay Only **8.74**

D Pay Only **8.74**

A B WILSON BOYS' EQUIPMENT
• Made for full protection in play!

[A] Shoulder Pads. Designed to protect young players in the rough and tumble game of football. Corrugated fiber body with web cantilever and wing swept spanlets. Leather hinges and foam rubber padding. Elastic body straps. Front and back laces adjust for boys age 10 to 16 years.
41-0688 A—1½ lbs....Pay Only **5.27**

[B] Helmet. Prevents crippling head injuries. One-piece molded plastic with web suspension. Leather chin-strap, double-bar face guard. Sizes: small (6¾-6⅞), medium (7-7⅛), large (7⅛-7⅜)—specify.
41-1660 KY—2 lbs....Pay Only **5.27**

C D FOOTBALL SHOES
• Made to withstand hard wear!

[C] Low-Cut Shoes. Regulation football shoes—designed to help youngsters run faster and better! Web reinforced split cowhide black uppers stitched to top-quality oak bend soles. Chrome-vanadium steel sole and heel plates. Helmet-hard box toe. Rugged, replaceable metal-tipped nylon cleats. Athletic width in whole and half sizes 6 to 12—specify.
41-2130 YS—2 lbs....Pay Only **8.74**

[D] High-Cut Shoes. Similar to above, but with high-laced tops for greater ankle support and protection.
41-1991 YS—2 lbs.....Pay Only **8.74**

E GILMER AUTOGRAPHED BALL
• Fine cowhide ball and kicking tee!
Endorsed by Harry Gilmer—it's ideal for play or practice—well-made, economically priced! Tough cowhide cover, sturdy double-laminated lining—for hard use. Strong lacing. With new valve-type bladder. Tan with white stripes. Regulation size and weight. Fine durable plastic kicking tee.
41-0050 A—2 lbs.....Pay Only **3.87**

F INTERSCHOLASTIC FOOTBALL
• Wilson-designed for rough play!
All-leather—for better gripping in any kind of weather. Tough water-repellent ball of quality high-grade pebbled cowhide—triple-lined to stand up under hardest use. Lockstitched seams, double lacing of tough rawhide. Rubber valve bladder. Tan with white stripes. Official size, weight.
41-1033 A—1½ lbs..Pay Only **12.97**

G HORNUNG AUTOGRAPHED BALL
• Endorsed by Packer Paul Hornung!
For the young football player—features excellent feel and gripping qualities for assured control in any weather! Highly durable for practice or play! Made of top-grade full-grain cowhide. Strong lockstitched construction — triple-lined. Rubber valve bladder. Tan, white stripes—leather lacing. Official size, weight.
41-0696 A—1½ lbs....Pay Only **9.47**

J TITTLE AUTOGRAPHED BALL
• Endorsed by Y. A. Tittle for Wilson!
Highly recommended for young players who want to pass like pros! Takes lots of wear—durable full-grain cowhide with sturdy double - lining. Tough stitched seams withstand years of hard play. White leather lacing, rubber valve bladder. Tan with white stripes. Official size, weight.
41-0712 A—1½ lbs....Pay Only **5.97**

H HORNUNG AUTOGRAPHED BALL
• Endorsed by Hornung for Wilson!
Recommended by the famous Packer player for its fine handling qualities! Carefully constructed of fine-grade cowhide to conform to official size and weight specifications. Reinforced with double lining. Reliable rubber valve bladder, white leather lacing. Tan and white stripes.
41-0092 A—1½ lbs....Pay Only **5.17**

L CASSADY PASS-MASTER BALL
• Endorsed by Howard Cassady!
Made of pebble-grained Tuf-Kover—resembles leather in feel and appearance. Tuf-Kover makes it possible for Wilson to produce a fine ball at a much lower cost. Perfect for backyard or playground games. Plastic lacing, rubber valve bladder. Tan with white stripe. Official size, weight.
41-0738 A—1 lb.....Pay Only **2.67**

M TITTLE AUTOGRAPHED BALL
• Endorsed by Giant star Y. A. Tittle!
For the player who wants to handle the ball like this famous quarterback! Quality-constructed ball at a real bargain price! Extra-durable — pebble-grained molded rubber covering makes ball completely waterproof, lets you play in all kinds of weather—never gets soggy. Tan with white stripes. Regulation size and weight.
41-0373 A—2 lbs.....Pay Only **3.97**

BALL AND TEE

E Pay Only **3.87**

Pay Only **12.97** F

J Pay Only **5.97**

K Pay Only **5.17**

Pay Only **3.97** M

H Pay Only **9.47**

L Pay Only **2.67**

Nationally Advertised . . .

MADE FOR DEPENDABILITY

Pay Only

75.67

Includes Fed. Ex. Tax

Smith-Corona
STERLING

This is elite type.
(12 characters per inch)

This is pica type
(10 characters per inch)

[B], [C], [D] include certificate to buy Smith-Corona 10-Day Touch Typing Course book and 5 33⅓ rpm records —for just $3.95!

5 year Guarantee

COMMENDED PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

5-yr. mfr. guarantee covers free replacement of defective parts with small charge for labor

Smith-Corona "PACEMAKER"

As Low As

147.77 [A]

Includes Fed. Ex. Tax

[A] SMITH-CORONA "PACEMAKER" TYPEWRITER

Buy it on Credit Command! Full-size office typewriter with standard 42-key, 84-character keyboard, molded keys—piano-key action. Two carriage widths—11-in. has 10-in. writing line, 15-in. has 13½-in. line. Interchangeable platens. Quick-set margins, release key, one-key flick-set tabulator. Single, double, triple, half spacing. Page-Gage. End-of-line bell. Line space lever. Level line indicator. Back spacer. Right and left shift keys, space bar. 3-position paper bail. Paper release. Paper supports. 2-color ribbon, stencil device. Spruce green finish on steel frame. Plastic cover. See type size specimens at left. No down payment—pay as low as $8 monthly.

20-1565 W—11" carriage. Pica. 39 lbs.*....Pay Only **147.77**
20-1780 W—11" carriage. Elite. 39 lbs.*.....Pay Only 147.77
20-2085 W—15" carriage. Pica. 42 lbs.*.....Pay Only 159.44
20-2267 W—15" carriage. Elite. 42 lbs.*.....Pay Only 159.44

[B] SMITH-CORONA "STERLING" PORTABLE

Now—no money down—and you get a certificate to buy the Smith-Corona 10-Day Touch Typing Course for just $3.95! Typewriter has standard office-size 42-key, 84-character keyboard, 8½-in. writing line. Quick-set margins, pre-set tabulator. Single, double, triple line spacing. Quadruple touch selector. Page-Gage for 2½-in. bottom margin. End-of-the-line bell. Line spacer lever. Level line retainer. Tip-touch back spacer. Right and left shift keys. 3-position paper bail. Paper release lever. Two-color ribbon, stencil device. Gray finish, non-glare keys. Luggage-type vinyl covered aluminum case included. See type size samples at left. No down payment—pay just $5 monthly.

20-2713 W—Pica. Shpg. wt. 21 lbs.*.....Pay Only **75.67**
20-2721 W—Elite. Shpg. wt. 21 lbs.*.....Pay Only 75.67

"GALAXIE"

[C] Pay Only

107.44

Includes Fed. Ex. Tax

[C] SMITH-CORONA "GALAXIE" PORTABLE

Buy it on Credit Command with no money down! Has full standard 44-key, 88-character keyboard with exclamation point, one, plus, and equals signs. Finger-flow keys—piano-key action. 8½-in. writing line. Erasure table. Forward-glide cover. Includes quick-set margins, margin release key, full-width key-set tabulator. Single, double, and triple line spacing—variable line spacer. Triple touch selector. Page-Gage for 2½-in. bottom margin—eliminates guesswork. End-of-line bell. Back spacer. Right and left shift keys, space bar. 3-position paper bail. Paper supports. Paper release. Two-color ribbon, stencil device. Gray aluminum with "ivory" keys. Vinyl-covered aluminum case included. See type samples at left. No down payment—pay just $6 monthly. See page 789.

20-0022 W—Pica. Shpg. wt. 22 lbs.*.....Pay Only **107.44**
20-0030 W—Elite. Shpg. wt. 22 lbs.*.....Pay Only 107.44

Smith-Corona "SKYRITER"

[D] Pay Only

57.67

Includes Fed. Ex. Tax

[D] SMITH-CORONA "SKYRITER" PORTABLE

Just "charge it" at GMC—take months to pay! Small enough to tuck in your suitcase—weighs only 9 lbs., measures 3 in. high, 11 in. wide, 12 in. long. Takes full-size stationery. Standard 42-key, 84-character keyboard with 8.2 in. writing line. Quick-set margins, touch regulator, single and double line spacing. Page-Gage for 2½-in. bottom margin. End-of-the-line bell. Error-control line retainer ratchet release. Back spacer. Swing shift—2-key control. Retractable paper supports—type bar speed booster for effortless typing. Single-color ribbon—automatic ribbon reverse. Metallic gray finish, non-glare keys. Black zippered vinyl covered case included. See type size samples at left. No down payment—pay just $5 monthly. See page 789.

20-3117 W—Pica. Shpg. wt. 12 lbs.*.....Pay Only **57.67**
20-3125 W—Elite. Shpg. wt. 12 lbs.*.....Pay Only 57.67

*Not available—pay shipping on delivery

Exciting Fun-Packed Action on Wheels

JUNIOR-SIZE PARK CYCLES

MURRAY

See page 638 for bike size chart.

16-IN. PARK CYCLE
Pay Only
20.97

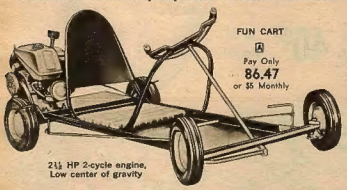
16-IN. DELUXE PARK CYCLE
Pay Only
24.37

20-IN. PARK CYCLE
Pay Only
26.13

MURRAY 16-IN. JUNIOR PARK CYCLE
Sturdy removable safety trainer wheels! Removable crossbar converts frame to boys' or girls' bike. Full-length chain guard—chrome-plated adjustable handlebar with plastic grips. Adjustable metal saddle. 16 x 1½ in. semi-pneumatic puncturepoof tires. Full ball-bearing wheels with bicycle coaster brake. Heavy-gauge tubular steel frame. Bow-formed pedals, machine spokes. Vermilion enamel finish—white trim.
85-5411 W—Wt. 35 lbs.*..Pay Only **20.97**

MURRAY 16" SUPER-DELUXE CYCLE
Detachable safety trainer wheels. Crossbar tank converts bike for boys or girls. Full-length chain guard, coaster brake. Spring vinyl saddle. Bow pedals, chromed fenders, adjustable handlebar—plastic grips, knuckle guards, streamers. Front, rear luggage carriers. 16 x 1½ in. semi-pneumatic white sidewall tires. Full ball-bearing wheels. Heavy-gauge steel frame and machine spokes. Red enamel finish, white trim.
85-5460 W—Wt. 36 lbs.*...Pay Only **24.37**

MURRAY 20-IN. JUNIOR PARK CYCLE
Strong safety trainer wheels teach beginners, detach when not needed. Removable crossbar tank to convert from boys' to girls' bike. Coaster brake. Comfortable vinyl spring saddle. Gleaming chrome-plated adjustable handlebar, plastic hand grips. 20 x 1¾ in. semi-pneumatic white sidewall tires. Red and white bow pedals. Full ball bearings. Tubular steel frame. Baked enamel flamboyant red finish with white trim. No down payment—see page 789.
85-5486 W—Wt. 42 lbs.*.....Pay Only **26.13**



FUN CART
Ⓐ
Pay Only
86.47
or $5 Monthly

2½ HP 2-cycle engine, Low center of gravity

ELECTRA CAR
Ⓑ
Pay Only
41.97
or $5 Monthly

Carries two children! Wide ground tread and low clearance assure stability!

NEW NO STRAPS, CLAMPS, KEY

Expand skate, slip foot in, release and skate away!

Pay Only
4.67

Ⓐ **BERBRO MARK IV ASSEMBLED FUN CART**
Automatic clutch, simplified V-belt drive. 2½-HP 2-cycle gas engine—speeds to 20 mph! Foot brake, gas pedal, recoil starter. 8 x 1¾ in. semi-pneumatic tires. Enameled steel chassis, seat, back, fire wall. 40-in. wheel base, 57 in. long. Shpd. from Rhode Island—allow 2 wks. for delivery.
67-0448 F—60 lbs.** No down payment... **86.47**

Ⓑ **SAFE BATTERY-OPERATED "ELECTRA CAR"**
Travels 3 to 5 mph! Forward, neutral, and reverse gears. Hand brake. Full steel floor. 8-in. ball-bearing disc wheels, 1.75-in. semi-pneumatic tires. Uses 12-volt battery (not incl.). Welded steel—48 x 28 x 16¼ in. Shpd. from Rhode Island—allow 2 weeks.
67-5330 F—45 lbs.** No down payment... **41.97**
67-5314 F—With battery recharger. 47 lbs.**.**49.97**

***Semi-mailable—see page 779. **Not mailable—pay shipping on delivery—allow 2 weeks.**

Pay Only
3.97

Pay Only
1.97

Pay Only
3.37

NEW SLIP-ON SUPER SKATES
No straps, clamps, skate key—spring action automatically adjusts to fit any size, type shoe. All steel. Wt. 4 lbs.
85-5304 A—Ages 4 to 14.... **4.67**
85-5361 A—Ages 9 and up....**4.67**

ZIPS BALL-BEARING RACERS
1-in. rubber-tired racers—for 5 to 12 year olds. Fit any shoe—no clamps. Adjustable Norolon plastic frame. Leather ankle, toe straps—rubber ankle pads.
87-3851 A—5½ lbs.....Only **3.97**

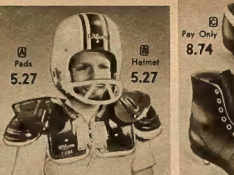
ZIPEES SKATES
Lightweight skates of nylon-plastic for the youngest skater. Nylon wheels never need oil—rust-proof. For beginners 4 to 7 years old. Wt. 1½ lbs.
87-6045 A.....Pay Only **1.97**

GLOBE UNION SKATES
Sturdy steel frames with ball-bearing wheels, rubber shock absorbers. Adjustable frame, straps, rubber ankle pads, and clamps. Wt. 4 lbs.
81-2842 A....Pay Only **3.37**

BOYS' 4-PC. FINE-QUALITY FOOTBALL OUTFIT

For rugged play! **Fully padded helmet** endorsed by Lou Groza. Covered with resistho—6-point suspension, double-bar face guard. One-piece adjustable chin strap. White with red stripes, black numeral. 100% cotton jersey in black with white numeral. **Pants** have heavy-weight cotton red front, white heavy-weight knit back. Extra-protective hip, kidney, spine padding—fiber thigh guards, padded knees. **White shoulder pads** with molded vulcanized fiber arches, flaps, caps. Drill-covered quilted padding; front, back lacing. Leather-bound neck. Small (ages 6 to 8, weights to 75 lbs.), medium (ages 8 to 12, weights to 100 lbs.), large (ages 12 to 14, weights to 125 lbs.)—specify size.

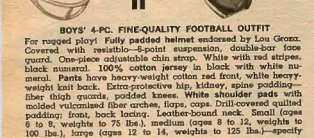
41-1090 KY—Complete set. Shpg. wt. 6 lbs...Pay Only **11.24**
41-1124 KY—Helmet. Shpg. wt. 2 lbs.....Pay Only 4.47
41-1249 KY—Jersey. Shpg. wt. ½ lb.....Pay Only 1.74
41-1207 KY—Pants. Shpg. wt. 2 lbs.....Pay Only 4.47
41-1157 KY—Shoulder pads. Wt. 2 lbs.....Pay Only 3.57



[A] [B] WILSON BOYS' EQUIPMENT
• **Made for full protection in play!**

[A] Shoulder Pads. Designed to protect young players in the rough and tumble game of football. Corrugated fiber body with web cantilever and wing swept epaulets. Leather hinges and foam rubber padding. Elastic body straps. Front and back laces adjust for boys age 10 to 16 years.
41-0688 A—1½ lbs....Pay Only **5.27**

[B] Helmet. Prevents crippling head injuries. One-piece molded plastic with web suspension. Leather chin-strap, double-bar face guard. Sizes: small (6¾-6⅞), medium (7-7⅛), large (7⅛-7⅜)—specify.
41-1660 KY—2 lbs....Pay Only **5.27**



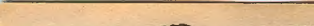
[C] [D] FOOTBALL SHOES
• **Made to withstand hard wear!**

[C] Low-Cut Shoes. Regulation football shoes—designed to help youngsters run faster and better! Web reinforced split cowhide black uppers stitched to top-quality oak bend soles. Chrome-vanadium steel sole and heel plates. Helmet-board box toe. Rugged, replaceable metal-tipped nylon cleats. Athletic width in whole and half sizes 8 to 12—specify.
41-2130 YS—2 lbs....Pay Only **8.74**

[D] High-Cut Shoes. Similar to above, but with high-laced tops for greater ankle support and protection.
41-1991 YS—2 lbs.....Pay Only **8.74**

[E] GILMER AUTOGRAPHED BALL
• **Fine cowhide ball and kicking tee!**
Endorsed by Harry Gilmer—it's ideal for play or practice—well-made, economically priced! Tough cowhide cover, sturdy double-laminated lining—for hard use. Strong lacing. With new valve-type bladder. Tan with white stripes. Regulation size and weight. Plus durable plastic kicking tee.
41-0050 A—2 lbs.....Pay Only **3.87**

[F] INTERSCHOLASTIC FOOTBALL
• **Wilson-designed for rough play!**
All-leather—for better gripping in—any kind of weather. Tough water-repellent ball of quality high-grade pebbled cowhide—triple-lined to stand up under hardest use. Lockstitched seams, double lacing of tough rawhide. Rubber valve bladder. Tan with white stripes. Official size, weight.
41-1033 A—1½ lbs..Pay Only **12.97**



[G] HORNUNG AUTOGRAPHED BALL
• **Endorsed by Packer Paul Hornung!**
For the young football player—features excellent feel and gripping qualities for assured control in any weather! Highly durable for practice or play! Made of top-grade full-grain cowhide. Strong lockstitched construction—triple-lined. Rubber valve bladder. Tan, white stripes—leather lacing. Official size, weight.
41-0696 A—1½ lbs....Pay Only **9.47**

[J] TITTLE AUTOGRAPHED BALL
• **Endorsed by Y. A. Tittle for Wilson!**
Highly recommended for young players who want to pass like pros! Takes lots of wear—durable full-grain cowhide with sturdy double lining. Tough stitched seams withstand years of hard play. White leather lacing, rubber valve bladder. Tan with white stripes. Official size, weight.
41-0712 A—1½ lbs....Pay Only **5.97**

[H] HORNUNG AUTOGRAPHED BALL
• **Endorsed by Hornung for Wilson!**
Recommended by the famous Packer player for its fine handling qualities! Carefully constructed of fine-grade cowhide to conform to official size and weight specifications. Reinforced with double lining. Reliable rubber valve bladder, white leather lacing. Tan and white stripes.
41-0092 A—1½ lbs....Pay Only **5.17**

[L] CASSADY PASS-MASTER BALL
• **Endorsed by Howard Cassady!**
Made of pebble-grained Tuf-Kover—resembles leather in feel and appearance. Tuf-Kover makes it possible for Wilson to produce a fine ball at a much lower cost. Perfect for backyard or playground games. Plastic lacing, rubber valve bladder. Tan with white stripe. Official size, weight.
41-0738 A—1 lb.....Pay Only **2.67**

[M] TITTLE AUTOGRAPHED BALL
• **Endorsed by Giant star Y. A. Tittle!**
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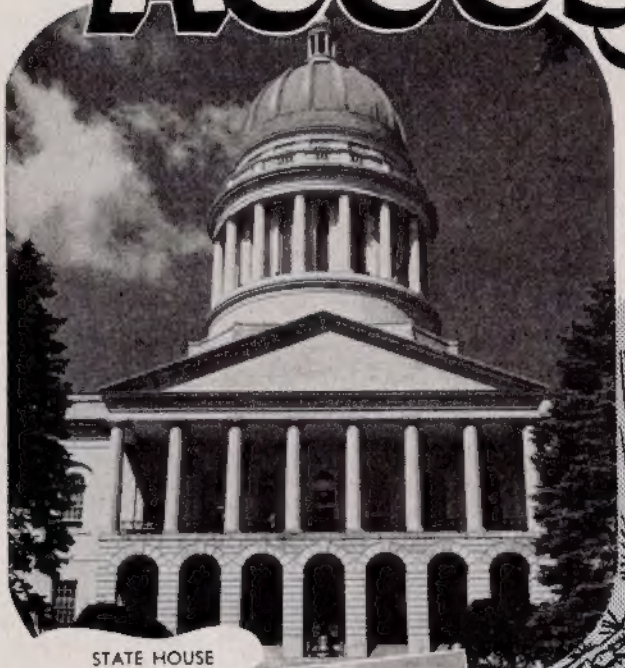
AUGUSTA *The Capital City of Maine*



STATE HOUSE

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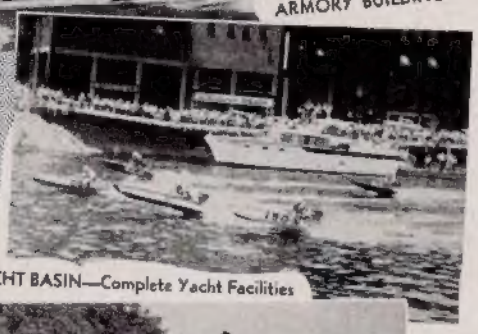

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AUGUSTA—The Capital City of Maine—at the terminus of the Maine Turnpike. Situated in the picturesque Kennebec Valley the rolling, ever-changing terrain delights the traveler. Located in Augusta is historic Fort Western, built in 1754, and now completely restored on the original site as a museum. The Museum contains many relics of early Maine history dating back to the time when the fort was just a Trading Post bartering foodstuff for furs from the Indians.

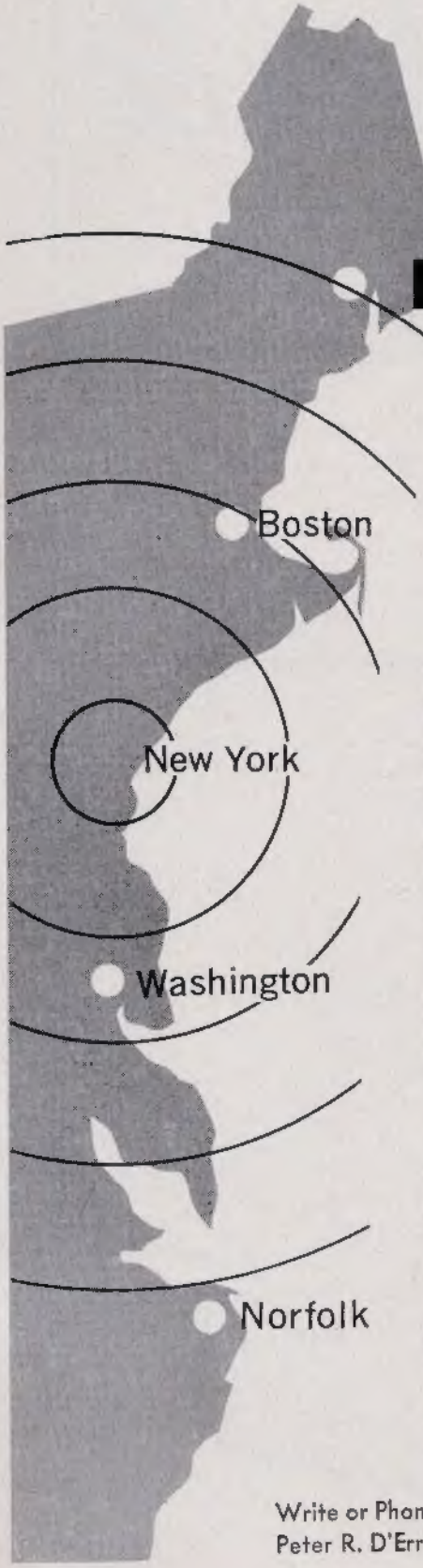
The Blaine Mansion, used as the Augusta home of Maine's Governor during his respective term of office, is open to the public Monday through Friday from 2-4 P.M. In the Capitol Building itself visitors are welcome from 8-5 P.M. daily except Saturdays and Sundays. The Hall of Flags in the main rotunda is an impressive feature one should not fail to see. Mr. Klir Beck rebuilt the State House museum in fall of 1958. This Museum will delight the whole family, it also shows the wild life of our state of Maine.

Augusta-Hallowell Chamber of Commerce Welcomes all Industrial Inquiries. Our Industrial Park is located on the new Interstate 95 Freeway. Address inquiries to:

Augusta-Hallowell Chamber of Commerce

Memorial Circle

Augusta, Maine



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A Delightful Community

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Write or Phone collect. Your inquiry, in strict confidence if you wish, is invited by:
Peter R. D'Errico, Director, Department of Industrial Development, Bangor, Maine

the latter built after the great fire in 1933 which wiped out the Main Street section. Union River flows through the center of the city and from the bridge a 60-foot falls is visible.

One of Ellsworth's show places open to the public is the famous Black Mansion, with priceless colonial antiques and furniture, rare books, dishes and glassware. It was donated to the county as an historic shrine and summer teas are held in the garden.

From Ellsworth Route 172 leads through the picturesque village of Surry to beautiful Bluehill, home of the famous Rowantrees Pottery and birthplace of Mary Ellen Chase; thence to Bluehill Falls with its Indian Shell Heaps, and to Brooklin, Sedgwick and Sargentville to Deer Isle and Stonington. This trip loops around one of the most beautiful and interesting jagged peninsulas on the Maine coast, skirting lovely Bluehill Bay. It is an unspoiled summer resort area with many fine summer estates and cottages. Deer Isle and Stonington are special favorites of tourists and summer residents because of their primitive beauty and scenic charms, as is also Long Island in Bluehill Bay.

Along Eggemoggin Reach and the Penobscot Bay side of the Peninsula are Herricks, Cape Rosier, Brooksville, Harborside and Castine, villages with attractive homes and noted as summer resort centers with marvelous views westward across Penobscot Bay. The Brooksvilles, South, West and North are picturesque in their rural simplicity and

(Continued on Page 84)

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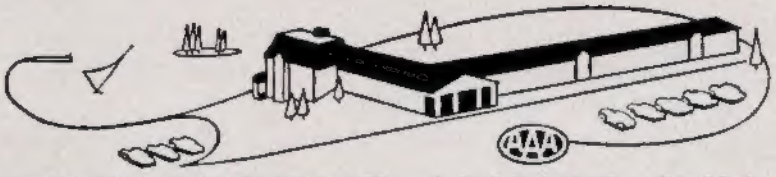

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This $17,000,000 diesel program is an important part of the Burlington's continuing program of service improvement...Everywhere West!

H. C. MURPHY
President

Burlington Route

BURLINGTON LINES

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Colorado and Southern Railway
Fort Worth and Denver Railway

rate per ton by $1.04 under the present temporary rate and $1.26 under the standard rate. NYC is running a similar test between western Pennsylvania and the Bergen plant of New Jersey Public Service Electric & Gas. The first train in this new "express-shuttle" service was made up of 120 70-ton hoppers, carried 8400 tons of coal; ran 700 miles without assembling, switching, and yard classification. Said President Perlman, his road, given the same contract guarantees that a pipeline operator would require, could do the same job more efficiently and at less cost.

Down in Kentucky, Louisville & Nashville recently built or bought three experimental 100-ton hoppers equipped for nonstop, automatic unloading (in less than 30 seconds per car), and as a result is now buying a train of 100 such cars. Moving as a unit from a U. S. Steel mine at Lynch, Ky., to the firm's washer at Corbin, 94.5 miles, the 100 cars will carry 10,000 tons of coal in one day — a job that presently requires three days and 600 conventional 50-ton hoppers. Farther South, in Alabama, Southern went after new coal business for a power plant at Wilsonville, Ala., by buying huge but lightweight aluminum gons that can haul 112 tons per car, then keeping them in a captive shuttle service between mine and a rotary dumper at Wilsonville that allows 174 such cars to do the job of 870 ordinary hoppers.

Pennsy President Allen J. Greenough calls such trains "flexible fuel lines on rails," and hopes they will "sound the death knell to the grandiose plans being made in some quarters to take almost half the rails' coal business away from them."

No more varnish for B&O?

Five years ago President Howard E. Simpson of Baltimore & Ohio made it clear where his road stood on the passenger question: "I remind you that our railroad sold the very first railroad ticket to a passenger for the sum of 12 cents. And we will continue to sell tickets to passengers — come hell or high water! — even if the utterly fantastic and impossible situation should be reached that we should not only be the first, but the last!" What no one could foresee was the astonishing speed with which the country's oldest common carrier would slip from grace. In 1956 B&O grossed 465.5 million dollars to produce a pretax net of 34.9 million, a considerably better performance than much larger Central and Pennsy. But last year ailing B&O took in just 351.4 million dollars and posted a 31.1 million deficit, worst in its 135-year history. Today President Jervis Langdon wonders if his road can pick up the tab for even a skeletonized mainline passenger service. In 1958 B&O dropped its Washington-New York Royal Blue Line service; went on to abandon service into Louisville, Ky., and Wheeling, W. Va.; eliminated the *Diplomat* on the St. Louis run; and combined three limiteds — the all-coach *Columbian*, the all-Pullman *Capitol Limited*, and the *Ambassador* (a Detroit train, consolidated east of Willard, O.) — into one. But even these economies, together with incentive fare

Continued on page 13

Camera fans find plenty of good snapshots of Quebec aboard the Lev s ferry

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The extensive scope of its accommodations, its excellent roads and its highly-developed recreational facilities make Kennebec truly the County of Vacation.

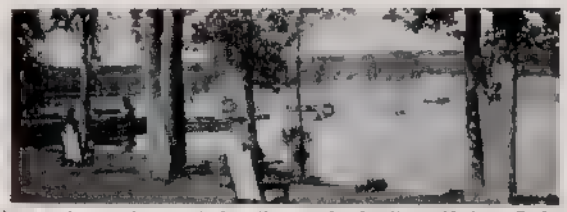
Somerset County is another of the northern tier of Maine counties, its southern end a part of the fertile and industrial region of Central Maine and its northern reaches traversing a vast roadless area of rivers, lakes and forests extending into Canada.

The great Kennebec River flows southward for more than half its length within the borders of the county and in the northern part of the county are the headwaters of the St John and Penobscot Rivers. The southern border of the county invades the famous Belgrade Lakes section of Central Maine.

Skowhegan is the largest town and the county seat. It is the hub of a network of roads entering the county from various directions From it the main roads lead north through the county to Jackman and into Quebec.

CHINA LAKE CHINA, MAINE

Willow Beach Lodge and Cottages



A grand vacation spot for the whole family. Modern Lodge and Cottages with complete bath. Central dining room serving three excellent meals daily. Several sports. Boats, motors, and sailboats available. On one of Maine's best fishing lakes
Write for booklet
N. W. Bailey Tel. China WO 8-2421 China, Maine

The center of a rich farmland area, Skowhegan is an up-to-date small city with modern stores, hotels, restaurants and other facilities and a residential area with many fine historic homes and tree-shaded streets. Leading industries are woolen goods, shoes, pulp and paper, canning, wood products and commercial activities.

Five miles from Skowhegan is Lakewood, world famous summer resort and summer theatrical center on the shore of Lake Wesserunsett. Its summer theater dates from 1900 and it has achieved fame as "Broadway in Maine."

Norridgewock, southwest of Skowhegan, was the original shire town of the county and is rich in Indian and historic lore. There still stands the early Congregational Church, the old county jail and the Danforth Tavern, where the old bar and ballroom remain intact. The trip from Norridgewock to Madison leads past the Old Point section, where Father Rasle, missionary to the Indians, was killed in 1724

To the east of Skowhegan the lower eastern section of the county is an important industrial, agricultural and recreational area containing Pittsfield, a busy trading center with a woolen mill, shoe factory and other small plants, and Hartland, once the site of a woolen industry, but now containing a large tannery and canning plant Hartland, Cornville, St Albans, Ripley, Harmony and Athens are farming centers surrounding the Great Moose Lake resort area, where fishing, hunting, boating and camping attract hundreds of visitors.

From Madison and Anson, Route 16 leads through North New Portland to Dead River Plantation and the new dam of the Central Maine Power Company, which has created an artificial lake 26 miles long and from one-half to four miles wide in the Dead River Basin

Further along the Arnold Trail is Bingham, gateway to Wyman Dam, which is in the Town of Moscow and has made in the Kennebec an artificial lake many miles long The dam took two years to build and is 155 feet high and 2,250 feet long.

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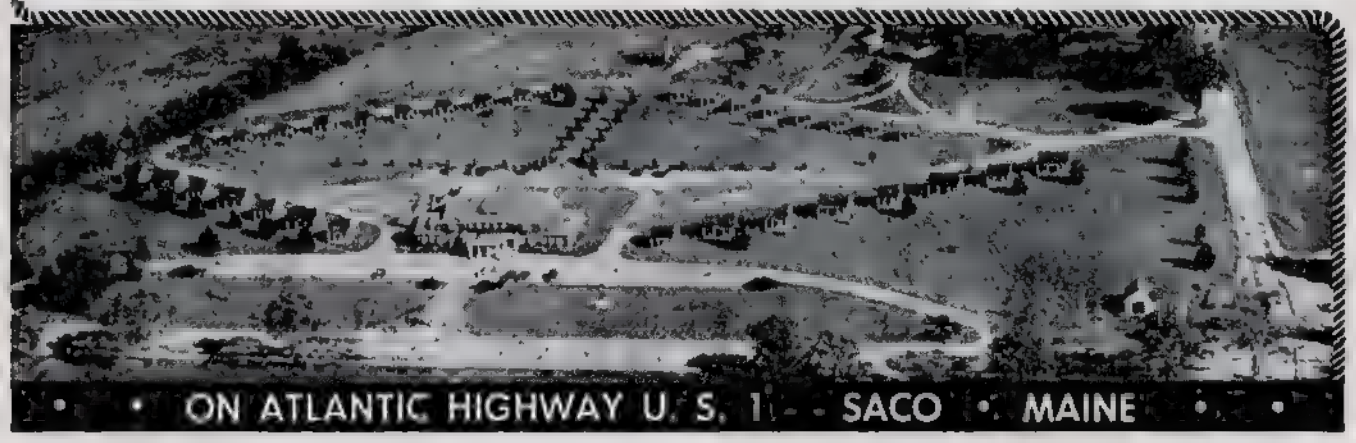


land as the locale of many of her stories and writings. The Sarah Orne Jewett House, open to the public, contains some of the most beautiful features of any house in New England.

Beyond the Berwicks, the Bauneg Beg Hills, gateway to Sanford, have been developed as a summer playground, with fishing, swimming, hunting, hiking, golfing and all the other outdoor sports that the region affords.

Another gateway to Sanford is Route 202, entering the State from Rochester, N. H., and crossing the Salmon Falls River and the Town of Lebanon, rich in history and scenically beautiful with gently rolling, pine dotted hills, many brooks and ponds and a fine lake, North East Pond.

Sanford and Springvale are geographically in the center of York County and in the center of a superb lake and hill area. It is the largest community in Maine under the historic town form of administration and also is the home of Nasson College, first college for girls established in Maine.

Northeast from Sanford is the charming shire town of Alfred, whose courthouse vaults contain the oldest continuous court records in the United States, dating back to 1635. Beautiful old houses of prominent early families are located on quiet streets under towering elms. The Whipping Tree, on Oak Street, is said to be the only whipping post now remaining in New England from early colonial days. The colorful cranberry bogs and the Massabesic Experimental Forest are located close by.

(Continued on Page 28)

ALWAYS SOMETHING DOING IN MAINE

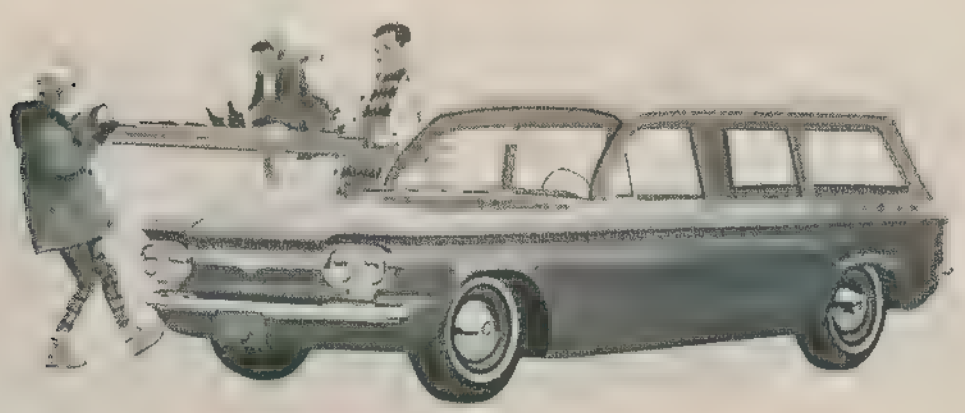
Your visit to Maine will be even more enjoyable if you plan to take in some of the many special events held each year.

During the Spring and Summer season such activities as Music Festivals and Folk Dances, Country Fairs and Auctions, Art Shows and Crafts Exhibits, Industry Displays, Food Festivals such as the famed Maine Seafoods Festival and the Maine Broiler Day, Historical Observances, Straw Hat Summer Playhouses, Water Pageants, Horse Racing and countless others will be found from one end of the State to the other.

Fall is the time for Autumn Foliage Festivals and Tours, Harvest Feasts, Sulky Racing and Old Time Country Fairs. An active Winter program of Skiing and Winter Carnivals is in progress during the months of December through March.

Anytime is a good time to Come to Maine you will always be welcome and you always will find something doing in the Pine Tree State.

1 Corvair 900 Monza Club Coupe



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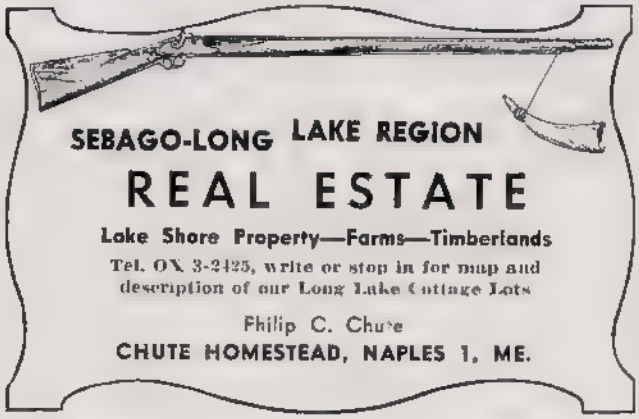

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theater activities and a world-famous art colony, is an Indian name meaning "Beautiful Place by the Sea." Its beach, together with the beautiful strip of sand at Wells Beach, annually draws thousands of vacationers and summer colonists, to their spacious, uncrowded sands. Bald Head Cliff, a geographical wonder, towers over 100 feet at the ocean edge here at Ogunquit.

A few miles further north along the coast is Kennebunk Beach and Kennebunkport, formerly known as Arundel. Here many famous authors and artists have their summer homes. The home of the late Kenneth Roberts is located here where the famous historical-novelist wrote many of his classics. Both places are on the shore side of the Town

(Continued on Page 19)

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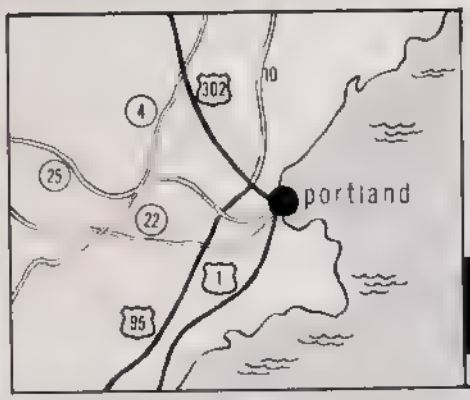

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"Sunshine averages close to 60 per cent for the year and monthly averages vary little during the changes of seasons. Frequently the winter has more sunshiny days than the summer.

"It is a fact that southern Maine has more actual hours of sunshine during the summer months of June, July, August and September than the famous winter resorts of Florida, Georgia, Texas and California have during the winter months of November, December, January and February

"Vitamin 'D' has been recognized as being very necessary to invalids or convalescent patients. Maine's sunshine and large number of crystal clear days assure residents of large quantities of vitamin 'D' and ultra-violet rays to insure good health."

Bradbury Mountain State Park in Pownal contains a granite bluff rising 484 feet facing south, with a beautiful panorama of Casco Bay and the islands and estuaries off Freeport.

Freeport also has been called the "birthplace of Maine," for it was here that commissioners from the District of Maine and its parent Commonwealth of Massachusetts met in 1820 and signed the papers which made Maine a separate state of the Union

Brunswick, easternmost town of the County, is the site of Bowdoin College, historic guardian of culture, whose distinguished sons over the years have provided state and national leadership. It is here that government installations have been constructed in recent years to bolster the Nation's Atlantic defenses. These include the sprawling Brunswick Naval Air Station and Air Force Radar units Here also, manufacturing plants have for many years poured economic lifeblood into the surrounding area.

Harpswell, Great Island, Orr's Island and Bailey Island, reached by highway from Brunswick or by passenger steamer from Portland, are picturesque vacation and outing spots. The sight of a Maine lobsterman fixing his traps, or a small boat fisherman mending his nets, is commonplace along the shore. Here tuna fishing has become both a great sport and an important summer industry in recent years and deep sea fishing trips can be arranged on short notice. On Orr's Island is "Pearl House," locale of Harriet Beecher Stowe's "The Pearl of Orr's Island."

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Goodwin's Lodge

COTTAGES AND CABINS

On North West Shore of Sebago Lake

27 Miles from Portland

Offers a choice of comfortable rooms with bath in Lodge, in guest cottages on the waterfront or private, heated bungalows accommodating two, three, or four, with twin or double beds, showers, continuous hot water and maid service. Dining room, living room, and recreation room in main Lodge.

Good Food and Plenty of It

Fine sand beach, fishing, boats, float, pier and sundeck excellent tennis court, shuffleboard courts. Golf course six miles away.

For a Good Vacation It's Goodwin's on Sebago

Illustrated folder and rate sheet on request

FRANK P. GOODWIN

P. O. North Sebago, Maine

Tel. SUnset 7-2101

Until June 14th address: Frank P. Goodwin Kezar Falls, Maine, Tel. Cornish 267R

SEBAGO LAKE CAMPS

SANDY BEACH

No. Sebago, Me. Tel. Sebago SUnset 7-3211 On Rts. 11 & 114

RUTH and BOB NELSON, Proprietors

15 Modern housekeeping camps to accommodate 2 to 8 people. Good beds, showers, gas stoves, refrigerators, screened porches. Large playground. Outdoor fireplaces and barbecues. Beautiful safe beach. Good fishing and hunting. Post office and grocery store adjoining. Protestant and Catholic services nearby. Linen, electricity, gas and wood furnished. Rates $35.00 a week and up.

Season: April 15 to October 15

Round Table Lodge and Cottages

Routes 114 and 11 ON SEBAGO LAKE Tel. SU 7-2131

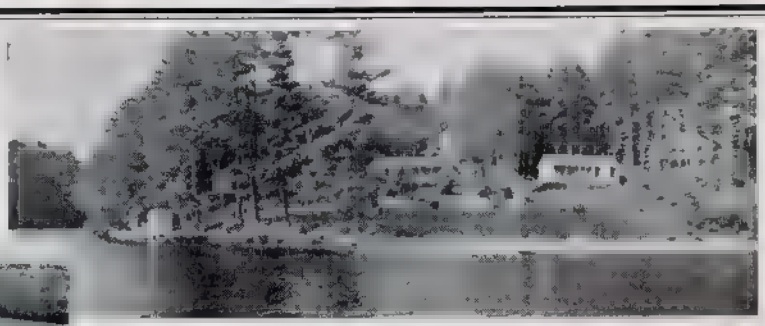
8 states represented on private sandy beach, safe for children, at one of the best fishing grounds on Sebago. Recreation Building. Housekeeping Cottages. Overnight Cabins. Rooms. Early reservations advised. **Open May to October**

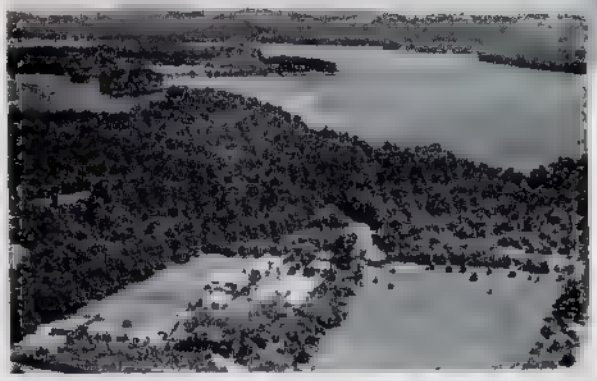
For further information write or wire

ETTA and BUNNY BURNELL NORTH SEBAGO, ME.

ECHO LODGE

PINE GROVE AND BATHING BEACH





Recreation Lodge and Cabins in Sebago Lake region on the shore of Panther Lake. New cottages, with vented gas heaters or Franklin fireplaces, complete baths. Regulation tennis court. Shuffleboard. Small, 4 acre, golf course on premises. Lake and stream fishing and bathing. Boats, outboard motors and canoes available nearby. 200 foot dock. American plan. Central dining room. Booklet on request. Stating date and number in party.

JESSE and LAURA PLUMMER RAYMOND, MAINE

Tel. Raymond OLdfield 5-4734

The East Penobscot Bay Region

is a comparatively undiscovered vacationland situated roughly between Castine and Bluehill. It comprises the towns and communities of Castine, Penobscot, the Brooksvilles, Cape Rosier, Harborside, Herricks, Sargentville, Deer Isle, Stonington, Sedgwick, Brooklin, and Bluehill. Every community has the great East Penobscot Bay as its shoreline and playground. Every community has at heart the vacation happiness of our summer visitors.

For Folder on E. Penobscot Bay Region and further information on vacation opportunities, housekeeping cottages, summer cottage and home sites, and real estate write to the

Secretary East Penobscot Bay Resort Association
CASTINE, MAINE

HIRAM BLAKE CAMP
on Penobscot Bay
CAPE ROSIER, MAINE

Announces the 46th Consecutive Summer Season

Camp features:

- Completely informal vacation facilities well off the beaten path. Families or individuals
- [illegible] acres of wood and woodland fronting on the lovely expanse of Penobscot Bay and its 365 islands, one of the Maine coast's finest views
- Comfortable cottage accommodations in well spaced cottages from one to four rooms; pleasant rooms in the Oaks Lodge
- Good Maine Food served family style in central dining room. We catch and serve our own lobsters and fish
- Bay and island trips in our own licensed passenger boat, the Hazel R, with licensed captains. Deep sea fishing trips, small sailboats, outboards, motors and row boats for hire; sailing instruction
- Island lobster picnics and cookouts, salt water bathing, nature trails thru untouched wild life sanctuaries, bathing safety opportunities, large free library, golf at Bucksport and Castine, religious services in "The Green Cathedral" out of doors
- Congenial fellowship and fun. Plenty to do, or opportunity for relaxed and restful recreation
- Economical rates—$48 to $65 weekly. American Plan. Open Mid-June to Mid-Sept.

Write early for literature and details

BRYN-TEG HOUSEKEEPING COTTAGES
Coastal — Penobscot Bay Area.

[illegible] two and three room cottages, all [illegible] with [illegible] with plenty of [illegible] at all times. Twin beds, open fireplaces, plenty of [illegible] wood, [illegible] of bay, restful—private locations. Private sand water shore front. **Blodgett House**—rooms with [illegible] reasonable rates. Write for rates and booklet.

Mr. and Mrs. Lewis Blodgett, owner management
WEST BROOKSVILLE, MAINE

Sail Weekly Cruises on Sailing Vessel
"MARY DAY"

[illegible] Camden on Mondays, returning to Camden on Saturdays from June 11th to Sept. 10th. Accommodations [illegible] included in weekly rate. No extras or tips. [illegible]

COASTAL CRUISES — **Capt. Havilah S. Hawkins**
SEDGWICK, MAINE

DAVID'S FOLLY
off season

Country living on a saltwater farm on the coast of Maine. A variety of informality and simplicity amid beautiful surroundings and congenial people. Sea food, blueberry pies, organically raised vegetables and a coffee pot always on the stove.

Open May to November. Rates $65 to $70 per week.
Write for folder to Minerva E. Cutler, West Brooksville, Maine [illegible]

BLUE HILL INN

A [illegible] old New England [illegible] located [illegible] Blue Hill [illegible]

Hot [illegible] Open all year, serving [illegible] meals

Owner management—Virginia and Conrad Rupert
BLUE HILL, MAINE — **Phone DRake 4-2844**

GOOSE COVE LODGE

ON DEER ISLE, MAINE
Bridge from Mainland

P. O. Sunset, Maine — East Penobscot Bay Region — Telephone Diamond 8-2500 or DI 8-2563

FLORENCE WALDRON — DR. RALPH A. WALDRON

A wonderful summer retreat for the [illegible] vacationer. [illegible] and business men's [illegible] complete rest. Boats, bathing, shelling, dancing. We are [illegible] on the Main [illegible] with the [illegible] view. A [illegible] private bath and [illegible]. Large [illegible] Frank [illegible]

Special [illegible] weekly, [illegible] and [illegible] at our 32 [illegible] cabins [illegible] and [illegible] Rent [illegible]

We [illegible] are, and [illegible]

KENNEBAGO LAKE CLUB

KENNEBAGO—"The Land of Sweet Flowing Water"
Where You Are a Stranger—But Once

ALPINE LAKE location.
PRIVATE AUTO ROAD away from traffic. 100 SQUARE MILES of forest, lakes, and streams.
Limited to friendly, congenial people. Cabin homes. Modern conveniences. Cabin services.
American Plan RENOWNED "Merry Eating"
Main Lodge
Cocktail Lounge
THE KENNEBAGO LAKE CLUB

OUTSTANDING fly fishing months for SQUARE TAILS and LANDLOCKED SALMON—June and September. Guides.

ACTIVITIES: tennis, badminton, archery, horseshoes, surf board, water skis, sailboats, pitch and putt course, etc. Safe, sandy BEACHES. 50 miles of peaceful woodland trails. Cookouts. Buffets. Vacation DELIGHT for ALL AGES among people we all like to know. Adult and Junior Rates.

Selected for New England Governors' Conference in September 1961.

Season: June to October

See Your Travel Agent Or Contact Us Directly

BUD RUSSELL, President, Rangeley, Maine

A few miles north of Phillips is said to be one of the grandest scenic panoramas in Maine, with a view of a half-dozen mountains on all sides. Madrid on the road to Rangeley is a small village on the western branch of the Sandy River, which here contains a number of beautiful falls

Rangeley is the center of the far-famed Rangeley Lakes region, with numerous hotels, lodges and camps, a sea-plane base, boat service and a wide-range of sports facilities. Its two golf courses are 2,000 feet above sea level and the entire area is famed as a health-giving summer resort, free from hay fever conditions. Within a radius of 10 miles are more than 40 trout and salmon lakes and ponds of all sizes. In Rangeley chain of lakes are Range-

(Continued on Page 52)

30TH SEASON

Waya-Awi Summer Camp-School

Gull Pond, Dallas Plantation
P. O. Rangeley, Maine

Located in the beautiful Rangeley Lakes Region, recreation and scholastic improvement are successfully combined at this long established co-educational summer school. Catalog available.

Write Director:
438 Deercliff Road, Avon, Connecticut

the *Original* indoor - outdoor leisure shoes are made in Maine...

genuine
Bass Weejuns*

● See the *single* piece of leather around under the foot. That's how the Indian made *his* moccasins!

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OUTDOOR FOOTWEAR
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G. H Bass & Co., 115 Main St., Wilton, Maine

KIDNEY POND CAMPS

Deep in the North Woods with a magnificent location near Mt. Katahdin in the heart of a 200,000-acre wildlife reserve amid mountains, lakes, ponds and streams. Fine brook-trout and salmon fishing. Main Lodge and log Guest-cabins with modern plumbing, electricity. Excellent cuisine. Informal dress.

Eleven wild and beautiful ponds to fish within easy hiking distance —all sheltered, safe. Stream and canoe fly-fishing. No boats, no inboards, no outboards, no float-planes, no telephones. Experienced guides available.

This primitive mountain wilderness, 31 miles from the nearest village, is a delight to hikers and mountain-climbers (Katahdin — 5,267 ft.), as well as to bird-watchers, and those who enjoy wild animals in their natural habitat.

Rates $14.00 per day, $90.00 per week, American Plan (special rates for children). Reservations necessary. Under new management.

Protestant and Catholic churches available
Patronized by an exclusive clientele
since 1902

KIDNEY POND CAMPS

Box 300 Millinocket, Maine
(brochure on request)

O. J. Lipscomb, Prop.
Millinocket Office — Phone: PArk 3-5661

FACTS ABOUT MAINE

Maine has a population of approximately 949,000 according to the U. S. census.

Maine is 320 miles long, 210 miles wide, and has a total area of 33,040 square miles.

Maine is nearly as large as the other five New England states combined

Maine has sixteen counties; containing 21 cities, 422 towns, 65 plantations, and 386 unorganized townships.

Maine's geographical location, topography, and climate make it an ideal region in which to live, work and play.

Maine is one of the most healthful, beautiful, and interesting states in the union

Maine has 16,750,000 acres of forest land, 2,500 miles of indescribably beautiful coastline, 2,465 crystal-like lakes.

Maine's Aroostook County contains 6,453 square miles, an area greater than Connecticut and Rhode Island combined.

Maine raises one-seventh of the nation's potatoes; 75% of its blueberries.

Maine's highest elevation is Mt. Katahdin, 5,267 feet above sea level.

Maine is an agricultural state with approximately 50% of her people living in rural communities.

Maine farms number upwards of 42,000 with a total value of approximately $230,000,000.

Maine's industries are well diversified

Maine-made products embrace the list from checkers to warships, and from axes to yarns.

Maine has one factory using 5,000 cords of wood weekly, and another plant using 72,000 tons of coal annually.

Maine's toothpick production is about 170,000,000 a day.

Maine's cement plant, the only one in New England, produces 225,000 tons annually.

Maine produces 25% of all the feldspar used in America.

Maine has 19,865,000 acres of land surface and of this amount 16,783,000 acres are in timber and wood lots.

Maine's annual cut of lumber is approximately 500,000,000 feet.

Maine's annual cut of pulpwood is about 1,300,000 cords.

Maine claims America's first chartered city—York.

Maine has 61 public utility plants and 120 water power establishments.

Maine's lakes, mountains, seacoast, and other recreational assets make it a year round mecca for vacationists.

Maine is truly The Land of Remembered Vacations and the VACATIONLAND of the Nation.

In writing to advertisers, please mention "Maine Invites You"

THE
NEW YORKER

Your vacation will be happier at
The Narragansett

Golf Swimming Sailing Tennis
Deep-Sea Fishing

Congenial people come here every year to enjoy Maine hospitality and Maine foods. Only 100 feet from one of most beautiful beaches on Maine Coast—a crescent of clean white sand, absolutely safe for bathing, no undertow.

Elevator and Sprinkler System insure comfort and safety.

For natural color booklet address

OWEN WENTWORTH, Manager

Our guests enjoy a happy seaside vacation with all the outdoor sport facilities offered. 18 hole golf course nearby. Tennis. Lawn buffets, Sunday evening buffet, outdoor shore dinners, cocktail lounge, varied social program. Churches nearby.

The Narragansett BY-THE-SEA
KENNEBUNK BEACH-MAINE

ONE OF MAINE'S FINEST
RESORT HOTELS

GRACIOUS living in a picturesque setting. You'll love the comfortable rooms, good food, and friendly service. There's lots to do: boating, bathing, fishing, golf, tennis and just plain loafing.

● Automatic Fire Sprinklers ● Steam Heat ● Elevator
● Cocktail Lounge

Open Late June to Early September

$5 daily per person
Double Occupancy
with private bath

THE EMERSON HOUSE
YORK HARBOR, MAINE
Tel.: York 430

OPENING late June for our 19th season

The Wentworth House
Kennebunk Beach, Me.

Overlooking the Atlantic Ocean, just a few minutes' walk to a lovely beach and golf course. Tasty home style cooking. Rates are reasonable, also children rates. *Write today for parmat on*

Also The New Lincoln Hotel, Cornish, Me.
Open year round.

THE NONANTUM
and COTTAGES
KENNEBUNKPORT MAINE

One of the leading hotels of this exclusive resort. Modern in every respect. Elevators. Steam heat. Telephone. Full automatic sprinkler system. Shuffleboard. Cocktail lounge.

EVERY RECREATIONAL FEATURE
PHYLLIS BRIDGER LEATHERS, Mgr.

LAND'S END COTTAGES
ON CAPE PORPOISE HARBOR (IN KENNEBUNKPORT)

20 one, two and three bedroom housekeeping cottages, completely modern. New Esther Williams fresh water, SWIMMING POOL. Also small salt water beach. Near theatres, gift shops, churches, eating places and public beaches. Each cottage has own yard and ocean view. Feature Weekly Lobster Bakes. Weekly, monthly and season rates.

Address inquiries to: Jon and Elizabeth Milligan, Cape Porpoise, Maine
Tel. Kennebunk YUkon 5-2311 Kennebunkport WOrth 7-4484

THE ARUNDEL
Kennebunkport, Maine
May—October

For people of refinement
Moderate rates

WALLACE E. REID
Ownership-Management

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"Your Down East Holiday"

IN THE BOOTHBAY HARBOR REGION

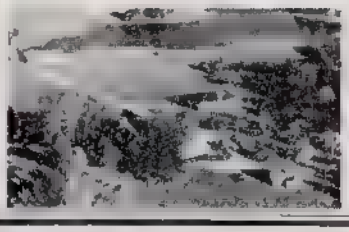
400-acre estate on seaward tip of wooded ocean peninsula. 100 guest rooms in charming modern inn and hotel-serviced cottages. Tempered ocean swimming pool with sand beach, private dock. Wooded trails, cook-outs, native Maine lobster bakes. All sports. Planned entertainment for your pleasure. Cocktail Lounge. American plan rates $15 to $21 each; early and late season $13 to $19. NO HAY FEVER. For free brochure in color write John K. Brooks, General Manager, The Newagen Inn, Cape Newagen, Maine.

"Where Sea, Cliffs and Spruce Forests Meet" . . .

NEWAGEN INN

BREEZEMERE FARM

ON PENOBSCOT BAY, SOUTH BROOKSVILLE, MAINE
135 Acre Farm on Orcutt's Harbor



Open June 1 to Oct. 15
Rates $55 to $65 weekly.

Julia S. Gray Capt. Gerald S. Gray
SOUTH BROOKSVILLE, MAINE
Tel. FAirview 6-424
Booklet on Request

CASTINE COTTAGES
IN HISTORIC CASTINE, MAINE

Modern two bedroom cottages fully equipped for housekeeping. Unsurpassed view of water, islands and hills. Private bathing beach. Rowboats and outboard motor boat available. Folder on request. **Open May to November. Rate June 30th to September 1st—$85 for one week. $75 per week for two weeks or longer. Off season rate $50 per week.**
Mr. and Mrs. O. C. Dauenhauer Tel. FAirview 6-8809

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We are ON THE BEACH! 134 of PRIVATE BEACH. Spacious bedrooms with twin beds and PRIVATE BATHROOMS all overlooking the OCEAN. Diversified cuisine. Lobster as you like it. $75.00 per person all inclusive AMERICAN PLAN.

Colored Brochure and RESERVATIONS

VERNA G. ALLEN

BAYSIDE
LODGE and COTTAGES
On East Shore of Penobscot Bay
HARBORSIDE, MAINE

The 62nd season—same family—Beautiful scenery, congenial people, beach, fishing near shore, frequent deep sea fishing parties. Lobster picnics. Facilities packed for trips, pool table, horseshoes, croquet, badminton and ping-pong. TV and shuffleboard.

American plan—3 meals per day

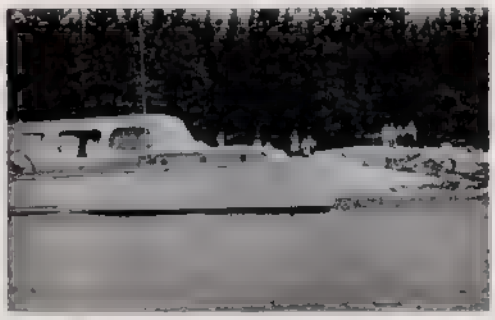
Information on request.

From May 15 to Oct. 1st address request to Bayside Lodge—Harborside, Maine

From Oct. 1st to May 15, Mr. and Mrs. Hobart Blake, 226 Navajo Rd., Pittsburgh 34, Penna.

OAKLAND HOUSE
and Family Cottages

"Between the Lake and Sea"



Located on 100 acres with a 2½ mile long fresh water lake on one side and Penobscot Bay on the other.

On both fresh and salt water you can row, fish and swim or just lay in the sun on our private beaches.

Delightful trips around Penobscot Bay on our fast modern 35 foot power cruiser.

Large recreation hall with fireplace, ping-pong and shuffleboard. Splendid rainy day spot.

Lobster picnics every week on the salt water beach.

Nature trails ideal for the bird watcher, artist and photographer.

Capacity 85 guests. Large range in rates in rooms with running water or private bath and in family size cottages each of which is modern and completely finished and with fireplaces and bath. Eleven cottages for from two to six persons each.

Operated since 1889 by same family

OPEN JUNE 20-OCT. 1

Write for folder to Decatur H. Cousins
Herricks, Sargentville P. O., Maine

THE EAST WIND

MOTOR LODGE

On U. S. Route One

Overlooking the Ocean at Ogunquit Beach

House-keeping cottages for parties of 2 to 6. Automatic heat, all electric kitchens, shuffle-board croquet water skiing and boating, tennis court. Churches theatres restaurants gift shops nearby.

Wm. G. Biehler, Owner-Manager

Box 487 OGUNQUIT, MAINE

Seeking an out of the ordinary holiday this summer, come to Hillcrest! Wake up to a morning kissed by the cool salt breezes of a sparkling sea, and discover the real flavor of a Maine vacation at a friendly, informal inn overlooking the ocean and famed Perkins Cove. Enjoy the 3 mile sandy beach, the Ogunquit Playhouse with Broadway hits and stars, Maine lobster bakes, sailing, deep sea fishing. Only minutes to golf, gift shops, the renowned "Modest Violet," art schools, galleries, free weekly art demonstrations, and the gay "Sandpiper Lounge." Fresh Maine seafood featured daily and a cuisine that's superb.

May we send you a folder?

Hilda, Phil Richards, Shore Road, Ogunquit, Maine

DUNELAWN OGUNQUIT, MAINE

Modified American and European Plan
Write: George and Harriet Smith for Brochure
Phone: MI 6-2403 for Dinner Reservations

and Gardiner. The Maine Turnpike is characterized as "the fast route," while Route One is known as "the scenic route," through historic coastal cities and towns, with glimpses of shore scenery and numerous access roads directly to shore and beach areas.

Along the shore travel line from Kittery, site of the so-called "Portsmouth" Navy Yard, one comes to the historic and beautiful town of York, with its neat sand beaches, spectacular cliffs and quiet rural hamlets, favorite havens of writers, artists and tourists. York Village, York Harbor and York Beach are all strung out like pearls along a branch of Route 1A. The first chartered city in America, York was a popular summer playground for the Indians before it became a Royal Colony in 1641.

Ogunquit, locale of one of America's great summer

CHAPMAN HOUSE SHORE ROAD OGUNQUIT, MAINE

Congenial, [illegible] homelike atmosphere. Centrally located. ½ mile sandy beach—artist colony—playhouse—golf—fishing—sailing—gift shops. $52 up including delicious meals. *Booklet.*

FRANK and ESTHER LEWIS, Owners-Managers

COLONIAL INN and MOTEL

Ideal Resort
•
Elevator
■
Dining Room
•
Fire proofed by Sprinklers
•
Near all activities
■

Rates $20 to $44 per week including Continental Breakfast
Ask for Folder and rate Schedule
Mr. and Mrs. Russell Ireland, Ogunquit 2, Me.

THE GRAHAM HOTEL

On the Shore Road at Ogunquit, Maine

Internationally known for its fine foods and comforts—also spacious lawns, gardens with shade trees and comfortable chairs. Lounges where one can sit and look over the ocean. Golf course nearby. Central to three miles white sand Bathing Beach. Movie Houses, Playhouse, Art Center, Fishing, Boating—All summer sports within walking distance. New Addition Deluxe Accommodations Main House adjacent to main building.

SEASON JUNE TO MID-SEPTEMBER

RATES ON REQUEST

Send for illustrated booklet

Helen Graham, Proprietor

OGUNQUIT MAINE

The Ontio

HOTEL OGUNQUIT
MAINE

Indians called Ogunquit "beautiful place by the sea," also aptly describing this delightful resort with private beach.

It's a short stroll to shops, picturesque Perkins Cove, famous summer theater. All sports, social activities.

Open May 26 to September 16, European Plan. (MAP available at our sister hotel next door, The Lookout.)

For beautiful color folder, write:

THE ONTIO, Ogunquit 1, Maine

NEAREST HOTEL TO OGUNQUIT'S FAMED
3 MILES OF SANDY BEACH

The St. Aspinquid

Ogunquit by the Sea
MAINE

Friendly Atmosphere . . . Choice Maine Foods . . . European Plan . . . Booklet . . . Moderate Daily Rates . . . $4.00-$5.00 Single . . . $6.00 to $9.00 Double.

Write H. H. CARROLL, Owner-Manager

SEA CHAMBERS MOTOR LODGE

on

Salt Water's Edge

OGUNQUIT, MAINE

Boating, Water Skiing and Fishing for our Guests

Open Mid May thru Mid October
Will assist you further upon request

Prop., Jules L. Vergnier, Jr.
Tel. Wells MIdway 6 2603

HIGH ROCK HOTEL

OGUNQUIT,
MAINE

Centrally Located
Secluded

Overlooking
Village
Opposite
Post Office

Please Write for Information
EUROPEAN PLAN

Ocean View House

OGUNQUIT, MAINE
Shore Road

Enjoy a quiet vacation at small homelike resort. Within 400 ft. of Perkins Cove and yacht basin. Close to all summer activities. Excellent food. Ample grounds. Moderate rates. Modified American plan.

Write for Booklet and Rates

EDGAR P. BROOKS, Owner-manager

Riverside Hotel

Ogunquit

Overlooks ocean at picturesque Perkins Cove. Delightful New England inn, beautiful surroundings. Delicious Down East cooking, atmosphere. Sensible Rates. May we send you our folder? **THE RIVERSIDE HOTEL, OGUNQUIT 1, MAINE**

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Drive this full-size dollar-saver!

- EXTRA ROOM FOR EXTRA COMFORT!
- A REAL BEAUTY INS DE AND OUT!
- PERFORMS AS ONLY A ROCKET CAN!

Try this fashionable, full-size Oldsmobile . . . *and you'll never be satisfied with less!* Enjoy new ease of entry, more headroom and legroom—plus new Twin-Triangle stability! And Oldsmobile's full-size Rocket Engine delivers instant action on economical *regular* gas! Drive a dollar-saving Dynamic 88 . . . at your Oldsmobile Quality Dealer's *today!*

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Dynamic 88 OLDSMOBILE

Featuring FASHION-LINE DESIGN... *Rocket* PERFORMANCE!

NINETY-EIGHT HOLIDAY SPORTS SEDAN

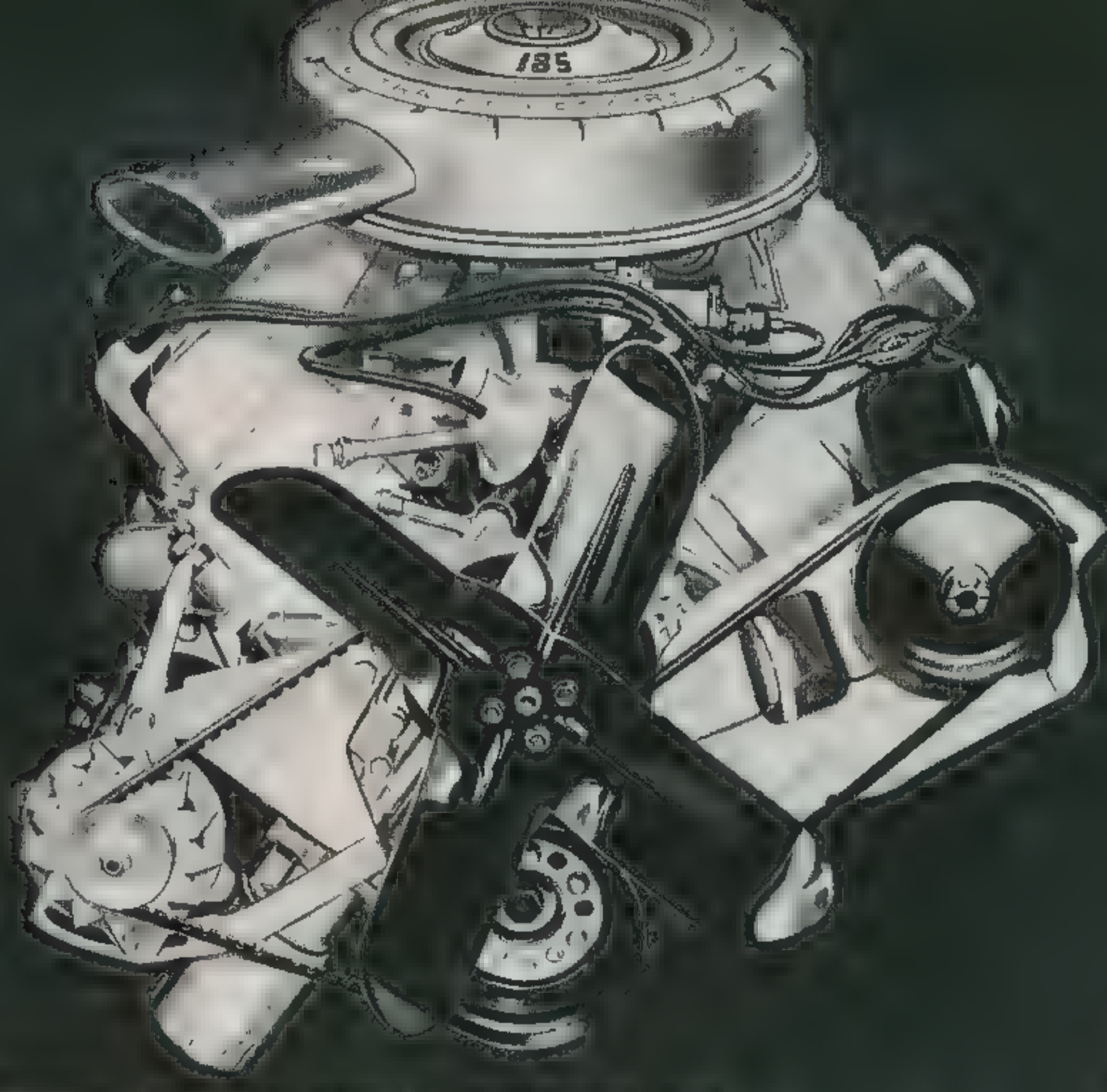
OLDS PRESENTS...

Ninety-Eight FOR '62!

Star of the Oldsmobile line . . . the magnificent new Ninety-Eight! Long and sleek with styling at its beautiful best! Interiors fashioned in the tones and textures of modern living! Powered by the authoritative 330-h.p. Skyrocket Engine. For that "Something Extra" in motoring elegance . . . you belong in a Ninety-Eight by Olds!

There's 'SOMETHING EXTRA' about owning an OLDS!

SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER



NO MATTER HOW YOU SLICE IT... YOU CAN'T BEAT A V-8!

THERE'S SMOOTH POWERFUL V-8 ACTION IN EVERY OLDS!

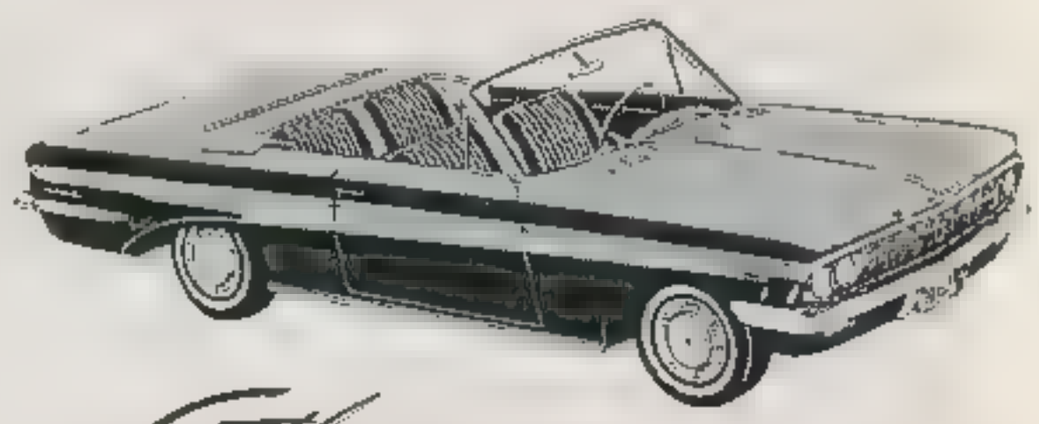
A car the size of an Olds F-85 needs the lively get-up-and-go . . . the zip and dash that only a V-8 can deliver!

And the ultra high-compression Cutlass 185 aluminum V-8 Engine does just that! What's more, the inherent balance of its proven V-8 design gives you the extra smoothness that no "four" or "six" can match.

The top-performing Cutlass 185 is standard at no extra cost in every Cutlass Coupe and Cutlass Convertible —available at slight extra cost in all other F-85 models! Ask your local Oldsmobile Quality Dealer for a test drive in a Cutlass—*the car with a V-8 engine that's in a class by itself!*

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION

Cutlass 185 Engine: 185 h.p., 10.25-to-1 compression ratio; 230 lbs.-ft. torque at 3200 r.p.m.; Multi-Jet 4-barrel carburetor; High-torque 3.36-to-1 axle ratio. All standard equipment on both Cutlass models!



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Cutlass COUPE

There's "SOMETHING EXTRA" about owning an **OLDS**

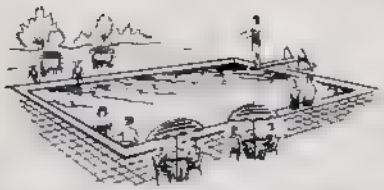
One of Maine's Finest Resort Hotels

OLD FORT INN

On Cape Arundel • KENNEBUNKPORT, MAINE

Congenial homelike hotel facing the ocean. Accommodates over 200. Finest New England cuisine. All sports: golf, bathing, sailing and

● NEW HEATED SWIMMING POOL ●



Cocktail Lounges, Dancing, Entertainment.
Summer Theater, Elevator, Garage.
Thru parkways, good plane and train service.
Send for free color brochure

ANVIL MOTEL APARTMENTS

KENNEBUNKPORT MAINE

Six two bedroom apartments, with modern kitchens, living rooms and baths. Located on the shore of Kennebunk River. Near golf links, business and shopping places, gift shops, playhouse and theatre, bathing, art galleries, etc. Day Week Month or Season. $75 per week. Bed Linens furnished.

Address inquiries to Mr. and Mrs. F. Raymond Moulton
Kennebunkport, Me. Tel. No. WOrth 7-2[illegible]

The ARLINGTON HOTEL

Kennebunkport, Maine Open June to September

Located on the east bank of Cape Arundel, facing the sea. Within [illegible] steps of the Yacht Club and golf links. Excellent food. Spacious rooms. Friendly hospitality. Write for rates and folder.

MRS. JAMES B. YATES, Owner-Manager

the Forest Hill House and Cottages

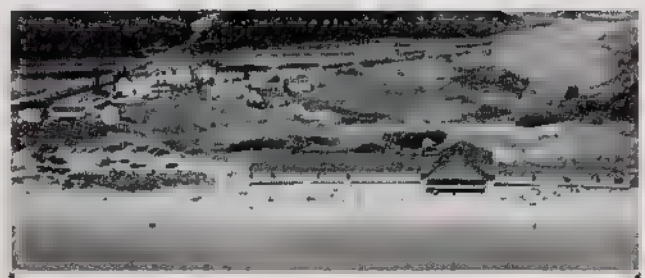
KENNEBUNKPORT, MAINE

Ideally located between the beautiful white sand beaches of the Cape Arundel section of Kennebunkport with all modern facilities for your comfort. Michael Angelo Pink Light Housekeeping Apartments.

HOTEL — MODERN COTTAGES — DINING ROOM

For further information please write

MRS. MARY E. COLLINS KENNEBUNKPORT, MAINE
Tel. WOrth 7-2[illegible]



Seaside House

COTTAGES and BEACH CLUB

Directly on Gooch's Beach

1,060 ft. private beach on our 20 acre estate. Varied sports and entertainment program, including movies, shuffleboard, sailing, water skiing, fishing.

Rooms in Hotel, Guest House—
3 Cottages with 2 or 3 bedrooms, living room and bath.

Rates, $10 to $14 a day include delicious, satisfying meals. Noonday meal at hotel or at Beach Club Snack Bar. Saturday night buffet supper. Churches nearby. Locker and parking facilities at Beach Club available for transients

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Mr. and Mrs. Leon O. Stevenson, Jr.

Kennebunk Beach ★ Maine

OLD ORCHARD BEACH

Playground of the Nation

Where the blue waters meet the clean sands along miles of the most beautiful beach on the Atlantic Seaboard.

ENJOY YOURSELF . . .

Sun and Surf Bathing — Swimming
Ocean Pier — Dancing — Fishing
Movies — Roller Skating — Bowling
Golf — Tennis — Shuffleboard
Amusements — Picnics — Seafood Bakes

Over one hundred and fifty modern hotels, motels, tourist homes, and overnight camps are here to serve your every need at reasonable prices.

Direct rail and bus service from all points in the United States and Canada.

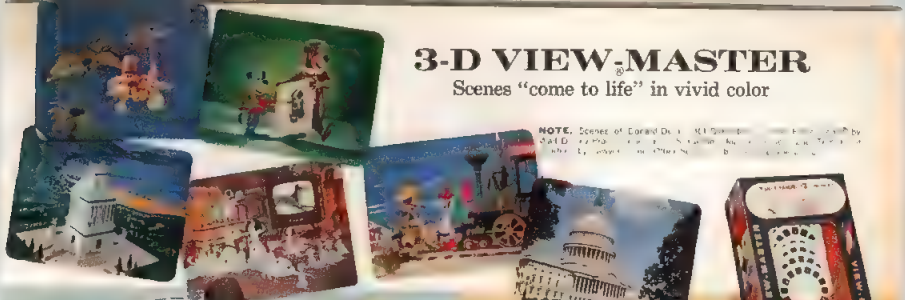
For color booklet, list of accommodations and rates, write:

BEACH INFORMATION CENTER
CHAMBER OF COMMERCE
Old Orchard Beach, Maine

CONVENTION CENTER OF NORTHERN NEW ENGLAND

3-D VIEW-MASTER

Scenes "come to life" in vivid color



NOTE. Scenes of Donald Duck [illegible] by Walt Disney Productions [illegible] other [illegible]

Enjoy full-color scenes in 3 D . . View Master Stereo Viewer

With seven 7-scene reels . . . only **$1.54**

At this low price you can buy one for every child on your list. Even littlest ones can use it . . they just drop in reel, flip lever to change scenes. Modern-style viewer of high impact plastic, special 7-scene reel.

3 N 9755—Shpg. wt. 8 oz. $1.54

Viewer special 7-scene reel plus 3-reel packet, "101 Dalmatians"

3 N 9756—Shpg. wt. 1 lb. $2.79

Get View Master Viewer plus exciting cartoons . . TV Pre-View Pak

With seven 7-scene reels . . . only **$3.77**

Laugh at fun filled adventures of TV cartoon favorites: Yogi Bear and Huckleberry Hound (3 reels), Quick Draw McGraw (3 reels), and Chilly Willy (1 reel) 49 colorful stereo scenes in all. Cartoon fun any time . . when the TV is off or when Mom and Dad wish to watch their own programs. Packed in colorful box.

3 N 9766—Shpg. wt. 1 lb. 2 oz. $3.77

Give the Disney De Luxe Pak with LIGHTED Stereo Viewer **$5.95**

Your favorite girl or boy will thrill to lifelike scenes from Walt Disney's hit release, 101 Dalmatians . . scenes from Fantasyland and Adventureland at famous Disneyland and favorite cartoon playmates, Donald Duck and Mickey Mouse

Includes 49 full color 3-dimensional scenes on 7 reels plus the View Master lighted viewer shown above. Even tots can enjoy it. There's no need to hold it up to sunlight or lamp . . just touch full length light bar and light each scene brightly and evenly. A flip of the lever changes scenes. Hand-tailored design in rugged plastic. Two batteries included. Packed in colorful box

3 N 9757—Shipping weight 2 pounds 8 ounces $5.95

Run your own cartoon show . . Walt Disney Cartoon Theater

$8.95

Electric projector, 10 reels (140 scenes), screen. Special two-dimensional reels give twice the number of scenes per reel. Also takes regular View-Master reels. 30-watt lamp, f:3 Lumia Ray lens. Includes "101 Dalmatians," Donald Duck, Mickey Mouse Picnic, Goofy, Pinocchio, Snow White, Skating Beauty, Lady and the Tramp, others. 110-120 volt AC-DC. UL listed. In colorful box

3 N 9764—Shipping weight 4 pounds $8.95

Show brilliant color scenes . . View-Master Theater Pak

$12.88

Get the better View-Master projector (described at right), 14 reels (98 scenes), portable screenette, all packed in colorful box. Conduct your own exciting show with thrilling scenes of Popeye (1 reel), Mighty Mouse (1 reel), Bugs Bunny (2 reels), Tom and Jerry (3 reels), Robin Hood (1 reel), Royal Canadian Mounted Police (3 reels), and 20,000 Leagues (3 reels)

3 N 9772—Shipping weight 5 pounds $12.88

Project large color scenes

Better projector shows scenes in brilliant 2 dimensional color. Compact styling. Extra-sharp 3-inch f 3 lens and 30-watt lamp. Touch lever to change scene. Plastic case. 110-120-volt 60-cycle AC-DC. UL listed

3N9762 Wt. 3 lbs. **$9.65**

Extra 30 watt Lamp

3N8680 Wt. 8 oz. **$1.00**

Projection Screen

Watch View-Master scenes brilliantly and clearly. Project them onto screen with glass beaded surface. Hang screen on wall or stand on table top with sturdy wire support. Roll up for storage. 24x24 in. Metal rollers. Wt. 3 lbs.

3N8506 ..... **$2.95**

7-reel Economy Pak

$2.19

VIEW-MASTER PACKETS

Thrill to comedy, travel, adventure

Each group of titles below is one packet of 7 reels in 3-D. *State title number.* Shipping weight 9 ounces.

3 N 9776—Packet . . . $2.19

Huckleberry Hound, Friends
007 Huckleberry Hound (3 reels), Quick Draw McGraw (2 reels), Top Cat, Flintstones.

Disney Cartoon Favorites
008—Donald Duck (2 reels), Mickey Mouse (2 reels), Bambi (2 reels), Goofy.

Television Favorites
011—Mighty Mouse (2 reels), Casper (2 reels), Popeye, Bullwinkle, Roy Rogers.

America in Space
015 Moon Rockets (2 reels), Space Secret (2 reels), Man in Space (2 reels), Vanguard.

Library Box

$2.09

Keep your viewer and reels in Library Box

Your viewer and reels will stay clean and dust free when you store them in this extra-strong styrene plastic box. Holds viewer and about twenty 3-reel packets (60 reels). Box is an attractive 2-tone brown and beige. 8½x5x5 in. Viewer, reels not incl

3 N 9770—Shpg. wt. 1 lb. 8 oz. . . $2.09

Each View-Master title below is one packet of 3 reels (21 full-color stereo 3-D scenes). Titles marked (*) include a delightful story folder

State title number. Postpaid.

3 N 9750F—(Shpg. wt. 3 oz) Packet $1.25

NEW RELEASES

B637—Man in Space*
B514—The Flintstones*
B516—Popeye*
B513—Top Cat*
B515 Bullwinkle*
B412—1-2-3 Farm*
B901—Wonders of World*
B700—F.B.I. Agent*

CHILDREN'S FAVORITES

B512—Huckleberry Hound and Yogi Bear*
B532—101 Dalmatians*
B474—Lassie and Timmy*
B531—Bugs Bunny*
B525—Donald Duck*
B375—Babes in Toyland*
B400—Bambi*
B300—Snow White*
B308—Sleeping Beauty*
B313—Cinderella*
B374—Gulliver's Travels*
B510—Woody Woodpecker*
B534—Quick Draw McGraw*
B382—Night Before Xmas*
B533—Casper the Ghost*
B526—Mighty Mouse*
B528—Mickey Mouse*
B310—Red Riding Hood*
B361—Wizard of Oz*
B560—Captain Kangaroo*
B314—Jack and the Beanstalk*
B475 Roy Rogers*
B410—Mother Goose*
B469 Zorro
B370—20,000 Leagues*
B870—Rudolph Shines Again*
B411 ABC Circus*
B425—Heidi*
B511—Tom and Jerry
B619—Prehistoric Animals*
B467—Rin Tin Tin
B465—Lone Ranger*
B581—Secret from Space*
B380—A Christmas Carol*

RELIGIOUS SUBJECTS

B383—Christmas Story*
B875—Birth of Jesus*

SCIENCE AND NATURE

B657—Man in Space*
B617—Children's Zoo*
B656—Rockets and Missiles*
B612 Wonders of the Deep*
B614—Wild Animals*
B618—African Animals*
B615—Strange Animals*
A965—Parrot Jungle, Fla.*

DISNEYLAND

A178—Fantasyland
A177—Adventureland
A179—Tomorrowland
A176—Frontierland
A175 Main Street

WORLD TRAVEL

A656—Niagara Falls, Canada
B002—Mexico City
C029—Rome, Italy
A999—Virgin Islands
A050—Quebec City, Canada
C277—London, England
B208—Turkey*
B274—The Philippines*
B140 Egypt*
B241 Burma*
A007—Lake Louise, Canada
B750—Royal Canadian Mounted Police*
B246—Bangkok, Thailand*
B252—Island of Bali*

SCENIC U.S.A.

A361—Grand Canyon, South Rim
A306 Yellowstone Park
A655—Niagara Falls
A487—Mt. Rushmore
A376—Carlsbad Caverns
A961—Cypress Gardens
A727—Cape Cod and Plymouth
A790—Washington, D.C.
A653—New York City
A855—Blue Ridge Parkway
A171—Yosemite Park
A188—Pacific Marineland*
A172—San Francisco
A889—Smoky Mountains National Park
A726 Boston
A486—Black Hills
A190—Hearst Castle
A651—United Nations*
A235—Knott's Berry Farm*
A967—Water Ski Show, Fla.
A652—Rockefeller Center
A181—Los Angeles, Hollywood
A964—Marine Studios, Fla.*
A962—Silver Springs, Fla.
A123—Honolulu and Waikiki
A182—Redwood Highway, Calif.
A322—Rocky Mountain Park
A174 Sequoia National Park
A876—Lookout Mountain, Tenn.
A551—Chicago
A323—Royal Gorge, Colo.
A173—San Diego Zoo*
A122—Hawaiian Hula Dancers
A307 Grand Teton Park
A846—Mammoth Cave, Ky.
A991—Weeki Wachie Springs
A102 Eskimos of Alaska
A156—Las Vegas, Nev.
A526—Wisconsin Dells
A120—Hawaii*
A101—Alaska*
A170—California*
A960—Florida*
A320—Colorado*
A580—Michigan*
A360—Arizona*
A410—Texas*
A270—Washington*
A810—Virginia*
A525—Wyoming*
A550—Illinois*
A375—New Mexico*
A845—Kentucky*
A875—Tennessee*
A835 West Virginia*
A570 Indiana*
A305—Wyoming*
A450—Missouri*

See the U.S.A. and foreign lands in full-color, 3-dimensional scenes—get genuine souvenirs, too!

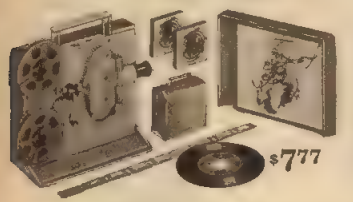
3-reel Packet $1.25

Open the door to a world of fun with VIEW MASTER "Show and Tell" packets. "Tour" a foreign land and bring back souvenirs. Three stereo reels show twenty-one of the most interesting and important sights of each country. Sturdy collector's folder contains a genuine coin, stamp, and full-color replica of the national flag, words and music of the country's national anthem, plus a map and a brief history. *State title number.*

A990—Canada	B251—Hong Kong	B001—Mexico	
B156—England	B235—India	B151—Sweden	
B172—France	B224—Israel	B185—Switzerland	
B193—Germany	B180—Italy	A996—U.S.A.	

3 N 9777F—Postpaid. (Wt. 4 oz). . Ea packet $1.25

It's movietime! Show your own 8mm films



$7.77

Hand-operated Movie Theater

Show 3-minute movies. 45-rpm record announces show time, plays old-time music. Collect admission tickets. Screen built into plastic case. Includes two 25-ft. films, 50-ft. reel, batteries, record, tickets, manager's card

3 N 9531—Shipping weight 3 pounds . . . $7.77

$22.88 CASH

NO MONEY DOWN

All-electric Movie Outfit

Easy to thread, fun to operate. Enjoy silent films big and bright with 150-watt lamp. Blower cooled to prevent overheating. Rapid rewind. Vertical tilt device, framer. On-off switch. All metal. UL listed. 110 120-volt, 60-cycle AC. Order films at right. With table-top screen, 200-ft. empty reel (15-minute capacity).

3 N 9296—Shipping weight 8 lbs.. *$4 month.* Cash $22.88

8mm Movies at low price 88c

Black and white silent comedies (approx. 3 min.). *State title number.*

3 N 9789F—Shpg. wt. 4 oz. 88c

Subject	Title No.	Title
POPEYE	P1	Treasure Hunt
	P2	Apache Dance
BETTY BOOP	B1	My Queen
	B2	Stop the Show
OUR GANG	O1	Summer Night
	O2	More Mischief
KITTY KAT	K1	The War
	K2	The Burglar
LAUREL & HARDY	L	Lucky Dog
	J	The Meeting

THE BOAT THE EXPERTS ARE BUYING

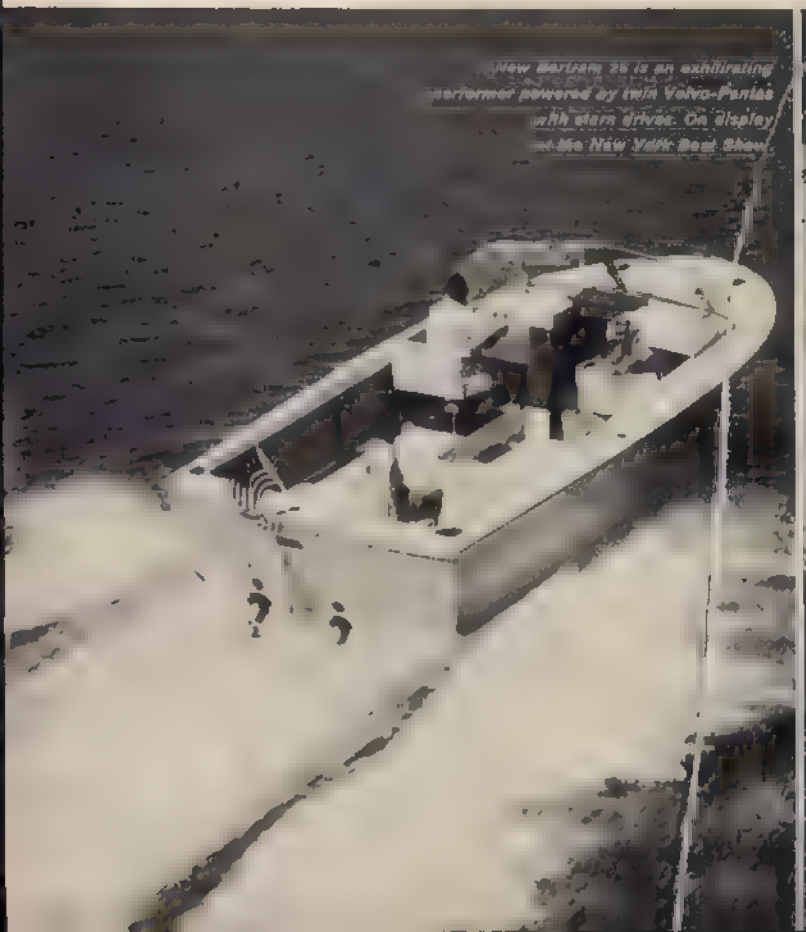
Will it again steal the New York Boat Show?

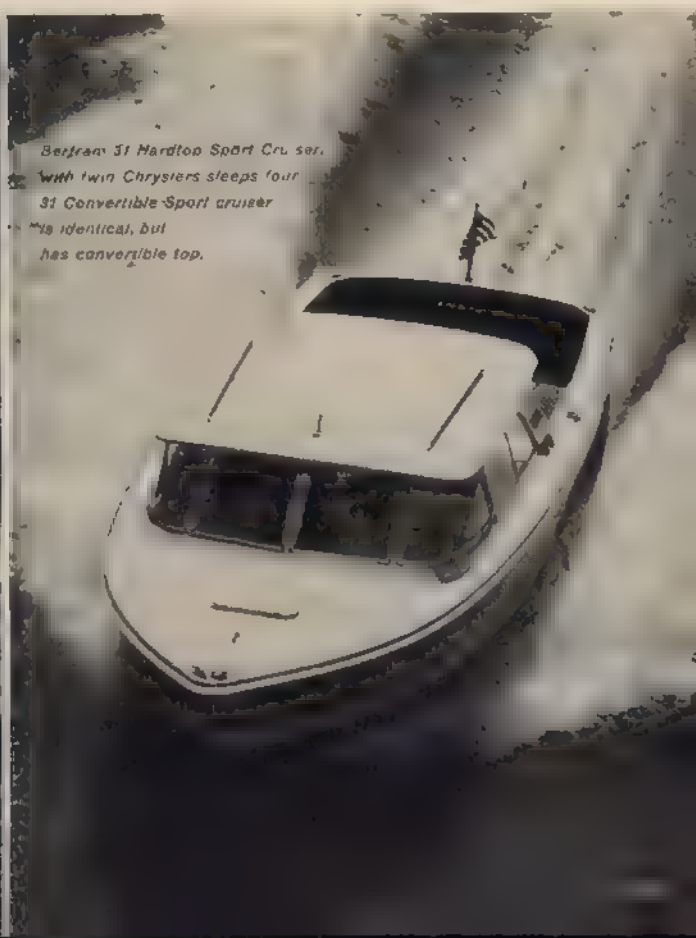
Just a year ago the Bertram took the New York Boat Show by storm. It was her first public showing following her sensational 1960 Miami-Nassau Power Boat Race victory. Thousands came, saw, and were convinced that the revolutionary Bertram, with its unique deep-V hull running full-length from bow to stern, was the first breakthrough in hull design of our time.

Proven by the most extensive testing program in modern boating history, and by an unbroken string of triumphs in major offshore powerboat races, the Bertram is now manufactured in high-impact multi-laminate fiberglass to give the discerning yachtsman a boat of enduring value. Five models fill a wide variety of requirements ranging from serious, competitive offshore sport fishing to carefree family cruising:

- *A 31' express cruiser with fully enclosed cabin, elevated control station, enclosed head. Sleeps two in forward stateroom, two on dinette converted to double berth.*
- *A 31' flying bridge sport fisherman, superbly suited to the needs of the professional or serious amateur fisherman. Features molded one-piece flying bridge and cabin top, large uncluttered cockpit. Sleeps four.*
- *A 31' hardtop sport cruiser, a versatile model ideal for all-around family usage, weekend cruising. Provides galley, head, berths for four.*
- *A 31' convertible sport cruiser, a lively performer tailored for action. With top down, there is plenty of room for fishing, skiing, or just enjoying the famed Bertram ride. With top up, there is protection for occasional cruising. Sleeps four.*
- *The new Bertram 25 — "compact" in size, "compact" in price, but every inch a Bertram in her superlative performance. Available as convertible model sleeping two.*

Each of these models gives you the exclusive Bertram hull (patent applied for) for performance characteristics unparalleled by any other boat on the market today:


New Bertram 25 is an exhilarating
performer powered by twin Volvo-Penta
with stern drives. On display
at the New York Boat Show


Bertram 31 Hardtop Sport Cruiser,
with twin Chryslers sleeps four
31 Convertible Sport cruiser
is identical, but
has convertible top.

SOFT-RIDING FULL-LENGTH V-HULL. The Bertram has no flat planing section aft to smack the water with bone-jarring jolts. Rather, the entire hull rises evenly, reducing wetted surface and drag as shown by the flat wake and absence of rooster tail astern. She achieves speeds never before possible for a seakindly hull. The V shape runs easily through seas, giving a ride so soft and smooth it constantly amazes knowledgeable boatmen.

HOLDS COURSE IN STEEP FOLLOWING SEA. In a following sea, the ultimate test of any boat, waves catch under the broad, flat stern section of a conventional hull, pitching the boat forward and causing her narrow entry to act as a forward rudder. She will yaw, or may broach all the way about in a seaway. The Bertram V-hull, with no flat stern section or narrow entry, is so symmetrically balanced fore and aft that she does not yaw, does not broach. Have your Bertram dealer demonstrate the boat with hands off the wheel before a steep following sea, or when running notoriously bad inlets.

EXCEPTIONAL DRYNESS. Strakes act as multiple spray strips, throwing spray out low and flat to keep wind from blowing it back on board. Take a demonstration ride in a Bertram when the going is dusty and see for yourself.

FULL-LENGTH LIFT STRAKES. Eight new underwater strakes sweep from bow to transom, acting horizontally as steps to help lift the boat to plane, and vertically as bilge keels to stabilize roll.

NEW MANEUVERABILITY. At low speeds, such as when fighting a fish, the Bertram responds instantly. Chines are above water where they cannot dig in to inhibit turning. Twin racing-type rudders give positive control.

At high speeds, most boats have to be put into a turn with care. Not so the Bertram. She banks crisply inward in perfect equilibrium so that passengers are not thrown off balance. Her outside chine rises clear of the water so that she will not trip, while her V hull and vertical strake surfaces stop side-slips. So perfectly does she bank on turns that you can place a glass of water in the stern, run full throttle in smooth water, put the helm hard over, and the glass will not slide, the water will not spill!

LEVEL CRUISING ATTITUDE. Porpoising (rhythmic rising and falling of the bow at high speed) is a common fault in conventional hulls. It is impossible in the Bertram because lift is exerted along the entire length, supporting the hull evenly. Thus, the Bertram stays relatively level while planing (her bow rises less than 4°), and when throttles are suddenly cut, the Bertram will not nose-dive and plow.

MINIMIZED ROLL. Rolling is dampened three ways: (1) longitudinal strakes act as bilge keels, (2) hull sits proportionately deeper where it is less disturbed by surface waves, (3) the V sections develop a strong righting action.

Each Bertram is quality crafted of multi-laminate high-impact fiberglass — incredibly resistant to shocks and damage, and eliminating headaches from seams, fastenings, and rot. With formica and vinyl used extensively below decks, joiner work is largely eliminated. All that is needed to make a Bertram immaculate is a good washing down.

The Bertram is designed to give you boating's most enduring value. Her clean, yet beautiful styling, quality finish, and fittings, make her a boat to be owned with deep pride and tremendous satisfaction.

Will the Bertram again steal the New York Boat Show? Why not visit the Show and see. Or, write us for a catalogue-brochure and the name of your nearest dealer.

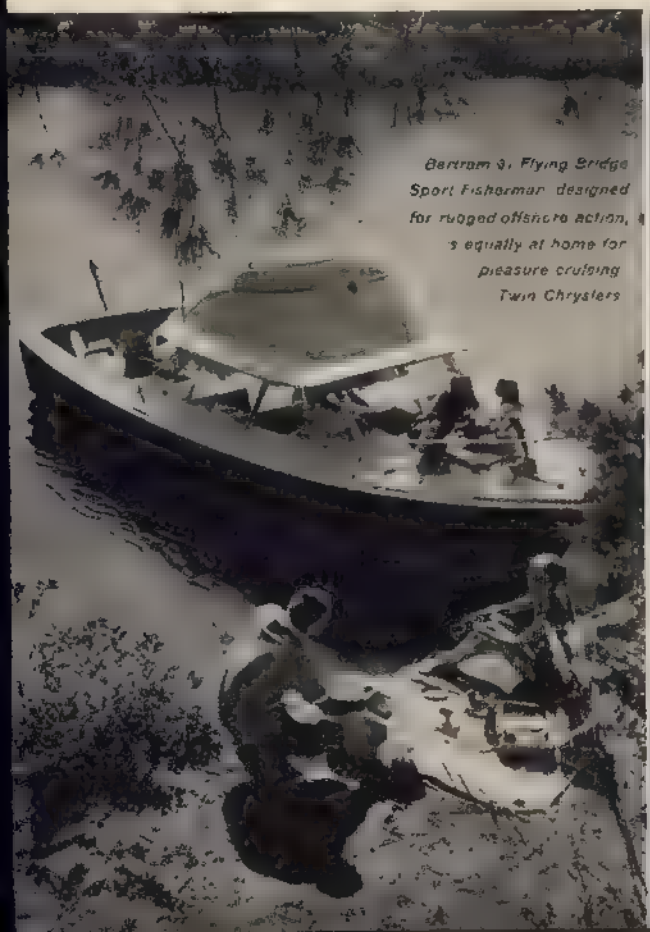
WRITE TO DEPT MB 1

BERTRAM YACHT COMPANY

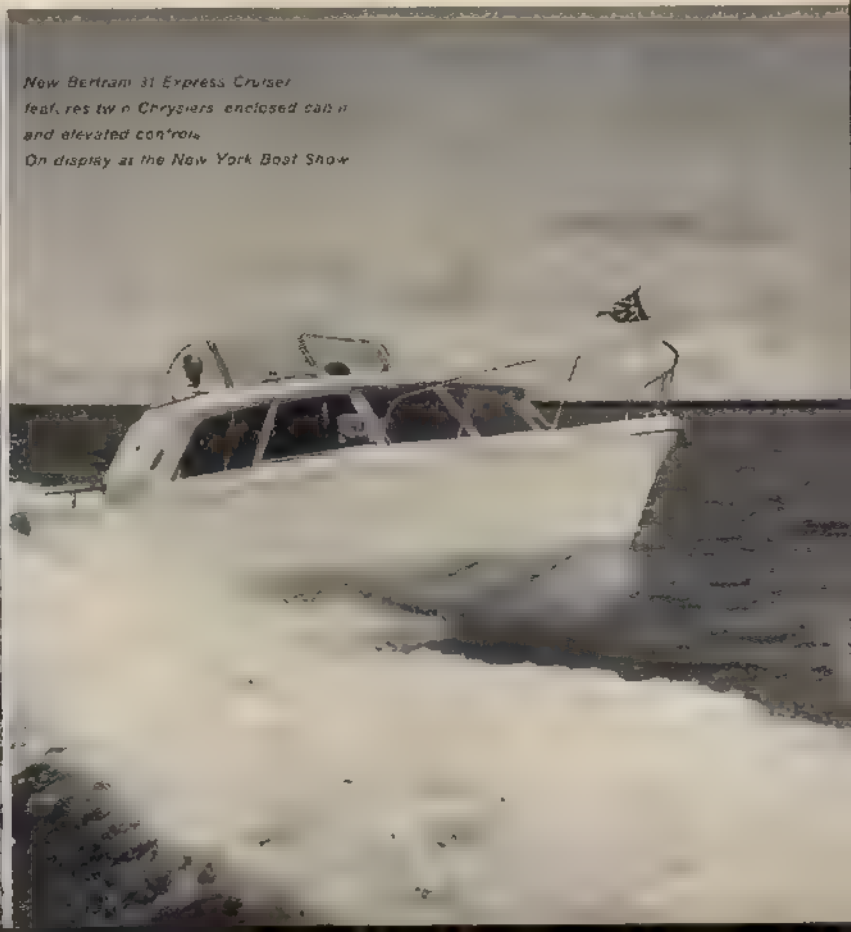
5302 N.W. 37th AVE.

A DIVISION OF MAUTEC

MIAMI, FLORIDA NE 3-8011



Bertram 31 Flying Bridge Sport Fisherman designed for rugged offshore action, is equally at home for pleasure cruising Twin Chryslers



New Bertram 31 Express Cruiser features twin Chryslers enclosed cabin and elevated controls On display at the New York Boat Show

Twenty New TV Commercials Readied For Kenner's $2 Million Campaign

"GONE WITH THE WIND" RAN for three hours and 40 minutes on the screen and required nearly two years to shoot. But compared to the production of a Kenner TV commercial, it was a "quickie," says the toy manufacturer.

For 1962 Kenner Products Company, Cincinnati, is producing 20 new TV film commercials as part of its reported $2,000,000 TV campaign to promote its line of 12 new toys and established sellers. The running time of each is 60 seconds. Total production time, from original copy and story boards to finished prints, is nine months. With retakes it may be longer

It all started along about Thanksgiving when top Kenner executives took the wraps off the new items to be shown at the Toy Fair in March, for the benefit of the company's sales and advertising departments and key executives of Kenner's advertising agency, Leonard M. Sive & Associates, Inc.

THE TV TECHNIQUE

Shortly thereafter, Robert L. Steiner, vice-president in charge of advertising of Kenner Products Company, his assistant in charge of television, John L. Gordon, and the company's advertising agency, Leonard M. Sive and Associates, Inc., held the first of weekly and sometimes daily sessions, huddled around the toys themselves to decide upon the most effective sales approach and the most suitable of the many video techniques available, such as animation, stop-motion, live action, etc., always viewing the toys through the bright eyes of the small fry who will watch them while seated before the television sets of several million homes, come the fall.

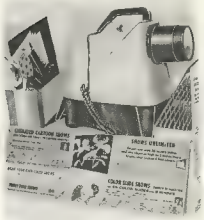
Out of these meetings came the first script. But who ever shot a toy commercial from the first script? There were six to 25 more versions written for each toy And then before the final editing and sound session, the "perfect" approved script was probably changed again.

To avoid studio bottlenecks in the late summer, a number of studios have been engaged and films assigned to each. Conferences on props, sets and talent with producers for each studio are taking place

In spite of the population explosion, it's not easy to find children between the ages of 3 and 11 years who can act and yet look like the kids next door, according to Sive. And, of course, it's vitally important that the kids act natural, look normal and still be able to take direction.

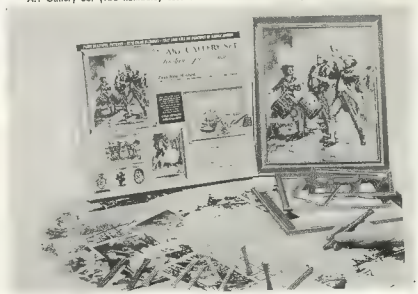
A 60-second TV commercial requires 36 feet of 16 mm film or 90 feet of 35 mm film But to get the footage you need, you may shoot 2,000 or more feet and spend several days of work under hot lights.

Kids who come into the studio at nine



Super Show Projector (#1301) retails at $12.95, has 56 color slides, 'magic wand,' cut-out picture masks. Item is 15" wide.

Art Gallery Set (two numbers) uses color blenders for finishing pre-shaded areas.



Motorized Home Workshop (#1010) builds variety of projects.

"Built-In brain" features Motorized Hit 'N Run Baseball (#821).

o'clock in the morning full of beans, and grinning from ear to ear, get as temperamental as the highest-paid film stars by noon. When it's no longer fun, they ring the bell on you and you might as well stop and hope to get your film in the can the next morning.

KID STUFF

Of course, you have to keep your fingers crossed constantly, hoping they won't fall down and tear the knee out of the pants they've worn through a thousand feet of film, or that they won't get a shiner in a neighborhood rumble, or come down with chicken pox as one six-year old girl did once. Then it was a question of whether the other two kids in the film would get it, one after the other, and delays account for a month or perhaps require complete re-shooting.

But even when everything runs smoothly, it's a time-consuming job to produce top TV toy commercials. When scripts are finally OK'd you start casting, because producing TV commercials is just like show business. On one evening Kenner's agency auditioned 212 children, boys and guls of all ages from 3 to 11, out of which perhaps 10 were ultimately used.

Next comes costuming. Usually the children wear ordinary play clothes, but in the filming of the commercial for the Scottie Bagpipe, special costumes were desired to provide a Scottish atmosphere, and these had to be specially made by a costume designer.

In the filming of commercials on Kenner's line of Building and Bridge sets, which include Motorized sets, the Hydro-Dynamic Building Sets and the new Build-A-Home and Subdivision Sets, a giant panorama representing a city was built in the film studios. Occupying an area 28' by 8' by 3½', it required many hours to construct. Partially built in Cincinnati, it then was packed in a large truck and shipped to New York where it was completely assembled. It will be seen for approximately 12 seconds on the TV screen, yet required nearly two days time to shoot with a crew of 25 stage hands, prop men, lighting experts, cameramen, producers and directors.

Films can be shot in much less time, but in the case of Kenner Products, it is a policy of the company that all their toys be shown in their true light. Action toys pictured in a film must operate just as they do in the hands of a child of the age group for which the toy is intended. All of the toys are shown in relation to the children who will play with them, to avoid making them appear larger than they actually are, or to over-glamorize them. Additionally, the final script and storyboard of every Kenner commercial is cleared through the TV Code Office of the National Association of Broadcasters Such careful planning in the production of TV commercials is time consuming, but Kenner and the Sive Agency insist that it be done.

The films will be used, starting in September and continuing until mid-December, both on network TV and for local saturation spot campaigns in more than 100 markets coast-to-coast.

Spearheading the campaign will be Kenner's charter sponsorship of the new children's program, "Discovery," which will be heard 4:30-5:00 P.M., Monday through Friday, over 100 stations of the ABC-TV network, and the Saturday morning editions of "Captain Kangaroo," seen over 156 stations of the CBS-TV network. It is estimated that these two programs along with the local spot campaign will play to a weekly audience of approximately 15 million children under the age of 11.

PRODUCT MIX

On ABC's "Discovery," Kenner will feature the entire line of 15 Bridge and Budding Sets, including the Motorized sets, the Hydro-Dynamic Sets and the new Build-A-Home and Subdivision sets, along with the new Motorized Home Workshop with seven power tools.

Commercials featured on CBS' "Captain Kangaroo" show will promote Kenner's paint set line, including Popeye Presto Paints, Sparkle Paints and the new Rocky & Bullwinkle Presto-Sparkle paints. A film commercial for the latter toy contains some actual Bullwinkle animation including the actual voice of Bullwinkle, created for Kenner by Jay Ward Productions, through arrangement with the Licensing Corporation of America. Other items promoted on "Captain Kangaroo" will be the new Scottie Bagpipe and the Give-A-Show Projector line of five numbers, including the new #601 Adventure Time Give-A-Show Projector that includes slides of adventure and discovery along with narration and sound effects on two 45 RPM records.

Scheduled for saturation spot promotion in selected markets are the other new items for 1962, including Kenner's Motorized Hit 'N Run Baseball Game, the Super Show Projector, the Banjo-Matic, with 20 Tune Players, Flintstones Interlocking Building Boulders, and Kenner's Art Gallery Set; and, also two items introduced late in 1961, the Play-A-Tune and the Huckleberry Hound and Popeye Doozies

With a 1962 TV budget of $2,000,000—double the amount spent in 1961 Kenner advises it will allot an average of 50 spots per product per market in the fall campaign

Interlocking Flintstone Boulders sets.

A BULOVA 17-JEWEL "SURF KING"
For dress, for sports! 17-jewel shock-resistant movement Waterproof*! Stainless steel case. Gray leather band. **No down payment.**
10-2277 V—Postage is prepaid 24.75

Same, but matching expansion bracelet
10-2293 V—Black dial 29.75
10-2285 V White dial 29.75

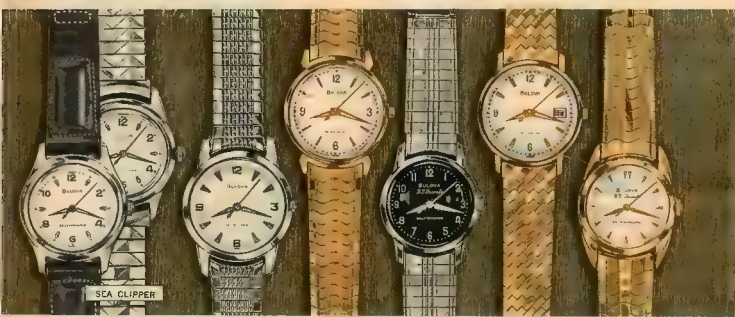
B BULOVA 17-JEWEL "SEA KING"
For him—famous Bulova quality! 17-jewel waterproof*, shock resistant and anti-magnetic. Stainless steel case. Full-numeral dial, sweep second hand. Postage is prepaid.
10-3606 V—Leather band 39.75
10-4729 V—Expansion band 45.00

C BULOVA 17-JEWEL "SURF MASTER"
Masculine, rugged! 17-jewels Shock-resistant and waterproof*! 10K rolled gold plate top, stainless steel back. Expansion band. Postage is prepaid. **No down payment.**
10-2327 V—Yellow gold 45.00
10-2335 V—White gold 45.00

G BULOVA 17-JEWEL "SENATOR"
Executive 17-jewel shock-resistant movement. 10K yellow rolled gold plate top stainless steel back Small second hand Matching expansion band. **No down payment.**
10-2343 V—Postage is prepaid . . 35.75

BULOVA

Finest-quality, handsome, and unfailingly accurate—that's Bulova! The excellence of design and the precision of movements result from years of watchmaking experience. All have anti-magnetic and shock-resistant movements, unbreakable mainsprings. Beautifully gift-boxed. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES. Buy now with our Credit Command plan—see page 789.



E Leather Strap **39.95** **G** **49.95** **H** **59.95** **J** **65.00** **K** **69.95** **L** **85.00**

E BULOVA 17-JEWEL "SEA CLIPPER"
Winds itself automatically with the normal movements of your wrist. Certified waterproof*, shock-resistant, anti-magnetic—and handsome too! 17 jewel movement. Stainless steel case. Luminous hands and dial. Sweep second hand. Leather band. **No down payment.**
10-2368 V—Postage is prepaid **39.95**

Same, but with matching expansion band. **No down payment—see page 789.**
10-2384 V Black dial 45.00
10-2376 V—White dial 45.00

F BULOVA 17-JEWEL "SEA CLIPPER"
A 17-jewel self-winding watch with an unusually tooled expansion band. Offers supreme accuracy in any weather, winds itself with the simple movement of your wrist. It's shock-resistant, anti-magnetic, and waterproof*! Stainless steel case. Luminous hands, dots. Sweep second hand. **No down payment.**
10-2392 V—Postage is prepaid **49.95**

H BULOVA 17-JEWEL "JET CLIPPER"
Dependable 17-jewel movement—winds itself automatically as you move your wrist. Shock resistant, anti-magnetic, waterproof*. Tastefully matched in every detail—from brush-finished dial to florentine finish. 10K rolled gold plate top, stainless steel back. Luminous hands, dots. Sweep second hand. Expansion band. Postage is prepaid. **No down payment.**
10 2426 V—White dial 59.95
10 2434 V—Black dial 59 95

J SELF WINDING "BULOVA 23"
A self-winding aristocrat with 23-jewel movement. It's precision-adjusted six ways for supreme accuracy. Shock-resistant and waterproof* Slim stainless steel case with Florentine finished combination link and expansion bracelet. Easy-to-read full-numeral dial. Luminous hands and dots Sweep second hand. Postage is prepaid. **No down payment.**
10-2400 V—White dial 65.00
10-2418 V—Black dial 65.00

K BULOVA CALENDAR "JET CLIPPER"
Tells date and time at a glance! Accurate 17-jewel movement is self-winding, shock-resistant, and certified waterproof*. Handsome 10K rolled gold plate case. Smartly styled combination link and expansion band. Luminous hands, dots. Sweep second hand. **No down payment.**
10-2442 V—Postage is prepaid **69.95**

Same as above, but stainless steel case and matching band. **No down payment.**
10-2475 V—Postage is prepaid **59.95**

L SUPERIOR "BULOVA 23"
Highly styled from the unusual hour marks to the tapered design on the expansion band. 23-jewel movement is set to 6 adjustments—winds itself automatically. Shock-resistant, anti-magnetic, and waterproof*! 10K rolled gold plate top, stainless steel back Sweep second hand Postage is prepaid. **No down payment.**
10-2491 V—White dial 85.00
10-2525 V Black dial 85.00

*This fine Bulova watch is waterproof as long as crystal, case, and crown remain intact

A BULOVA 17-JEWEL "MISS AMERICA"
17-jewel watch with expansion bracelet. 10K rolled gold plate top, stainless steel back. **No down payment.**
10-2558 Y Yellow gold. Postage is prepaid 35.75
10-2566 W—White gold. Postage is prepaid 35 75

B BULOVA 17-JEWEL "ELIZABETH"
Modern youthful styling! Shock-resistant 17-jewel movement. 10K rolled gold plate top, stainless steel back. Black cord bracelet. **No down payment—see page 789.**
10-2533 Y—Yellow gold. Postage is prepaid . . . 24.75
10-2541 Y - White gold. Postage is prepaid 24.75

C BULOVA 21-JEWEL "DOLLY MADISON"
A dainty 21-jewel watch with a beautiful blend of case and expansion bracelet. 10K rolled gold plate case. Patterned dial. Shock-resistant. **No down payment.**
10-2608 Y Yellow gold. Postage is prepaid 49 95
10-2616 W—White gold Postage is prepaid 49 95

D BULOVA 23-JEWEL "FIRST LADY"
A burnished tear-shaped bezel 23 jewels. 10K rolled gold plate case and expansion bracelet. **No down payment.**
10-2632 Y White gold Postage is prepaid 59.50
10-2624 V —Yellow gold Postage is prepaid 59.50

E BULOVA 17-JEWEL "MISS UNIVERSE"
Dainty dial set in a delicately sculptured case with matching expansion bracelet. 17 jewels, shock-resistant. 10K rolled gold plate top. **No down payment—see page 789.**
10-2590 W—White gold. Postage is prepaid 39.75
10-2582 V—Yellow gold. Postage is prepaid 39.75

America runs on Bulova time! They're the most wanted watches in the world—truly the "gift of a lifetime"! Since 1875, Bulova's master craftsmen have set the pace in the fine watch field. Beautifully gift-boxed. ADD 10% FEDERAL EXCISE TAX TO PRICES. Use Credit Command—see page 789.

BULOVA

G 175.00 H 85.00 I 75.00 K 65.00 L Cord Strap 59.95 M 49.95 N 39.95 As Low As $5 Monthly With Credit Command!

G BULOVA DIAMOND "DUCHESS"
A blaze of 20 diamonds set in an exquisite oval-shaped 14K white gold case! The world-famous 23-jewel Bulova movement is set to six adjustments. Unbreakable mainspring Black cord bracelet. **No down payment.**
10 3598 W—Postage is prepaid 175.00

H BULOVA DIAMOND "LA PETITE"
The radiance of four flashing diamonds highlights this stunning 23-jewel watch fashion! 10K rolled gold plate case. Expansion band. Postage is prepaid. **No down payment.**
10-2780 W—Yellow gold 85.00
10-2798 W—White gold 85 00

I BULOVA DIAMOND "LA PETITE" SQUARE
Four brilliant diamonds set in delicately carved end pieces. 23-jewel movement. 10K rolled gold plate case. Cord bracelet. Postage prepaid. **No down payment—see page 789.**
10-2772 W—White gold 75.00
10-2764 V Yellow gold 75.00

K BULOVA DIAMOND "LA PETITE" SWIRL
Two fiery diamonds—exquisitely matched, set in modern case with swirl end pieces! 23-jewel movement. 10K rolled gold plate case. Unbreakable mainspring Matching expansion bracelet. Postage prepaid. **No down payment.**
10 2723 V—Yellow gold 65.00
10-2731 V White gold 65.00

L BULOVA DIAMOND LA PETITE MARQUISE
Its tiny size dramatically emphasized by two flashing diamonds! Fabulous 23-jewel movement is adjusted six ways for precise timekeeping under all normal conditions. 10K rolled gold plate case. Cord band. Postage is prepaid. No down payment—see page 789.
10-2681 V—Yellow gold 59.95
10 2699 W—White gold 59.95

Same as above, but matching expansion bracelet. **No down payment—see page 789.**
10-2707 V—Yellow gold 65.00
10-2715 V White gold 65.00

M BULOVA 17-JEWEL "MISS LIBERTY"
Like twinkling stars, two brilliant diamonds sparkle in this petite 10K rolled gold plate case. 17 jewels. Black cord. Postage is prepaid. **No down payment—see pg. 789.**
10-2749 V—Yellow gold 49.95
10-2756 V—White gold 49.95

N BULOVA "DIAMOND DREAM"
Exquisitely carved end-pieces hold two shimmering diamonds. 17 jewels. 10K rolled gold plate top, stainless steel back. Black cord. Postage is prepaid **No down payment.**
10-2665 V -Yellow gold 39.95
10-2673 V—White gold 39.95

P BULOVA 14K GOLD "LEADING LADY"
Smart 14K gold oval case with swirling end pieces. 23-jewel movement is set to six adjustments. Matching expansion bracelet. Postage is prepaid. **No down payment.**
10 2640 V—Yellow gold 71.50
10-2657 V—White gold 71.50

Postage is prepaid on all the watches on these two pages—pay no shipping charges when you order.

Blue Water Proven:

The Hatteras-34 and -41 are

They're the world's foremost fiberglass yachts. You've heard about them . . . read about them . . . seen them.

The famous Hatteras-41 is everywhere . . . East, West and Gulf Coasts . . . Great Lakes . . . Bahamas . . . Europe and South America. And the Hatteras-34 is as popular as her larger sister-ship.

Why such leadership? Because Hatteras all-fiberglass yachts offer *more* boat, *more* beauty, more fun for your money. For, the one-piece fiberglass hull and bonded superstructure means a stronger, dryer boat . . . plus more speed and safety in rough waters. Hull lines eliminate yawing and pounding . . . provide more space below

SEE AT THE NEW YORK NATIONAL BOAT SHOW

for extra Ruggedness, Speed, Safety and Low upkeep!

the world's finest fiberglass yachts with more of everything except maintenance!

deck. Yes, when you buy a Hatteras you get more of everything except maintenance.

Why such low upkeep? Because fiberglass hull, superstructure and many component parts can't rot, rust or corrode . . . and fastenings can't work loose. No caulking, sanding nor continuous painting. Washing and wiping maintain a "just launched" look.

More comfort, too! Below decks, Hatteras yachts contain the last word in equipment . . . decorator-designed cabins to sleep six in privacy . . . hand rubbed Philippine mahogany decor . . . locker space galore . . . a jewel of a galley with electric stove and refrigerator.

Power to please you. You can have your boat powered by twin gas engines or twin diesels.

Whichever you choose . . . The Hatteras-34 (34 ft. 2 in. LOA) or the Hatteras-41 (40 ft. 8¾ in. LOA) . . . you'll get the *ultimate* in *boating luxury* at a *low* production-built price.

Compare the Hatteras: features, standard equipment, price and low maintenance. Get the facts. Learn why a Hatteras is the boat for you. Write for name of nearest dealer and illustrated folders.

Hatteras Yacht Company, Dept. MB-162, High Point, N. C.

THE SUNSLED

classy & classic

THE RAVEN

Whatever you're looking for in a boat, you'll find it in the new Century Fleet

Seaworthiness... luxury... longevity? These are all part of Century's code of craftsmanship. Built to take it, Century boats speed through the water in a soft-level quiet ride; built for luxury, they make life so much more enjoyable, and they're built for lasting pleasure that increases with every mile you travel.

THE SUNSLED 17' The classiest, most head-turning boat ever built. A new low in silhouettes... a new high in thrills... a "gold cup" ride! Sensational triple V-hull design, "patio" cockpit for extra sun/fun space. African mahogany hull for strength and beauty.

THE RAVEN 26', 22', 19'. Now 3 great new Raven Classics to suit your family needs. *Raven 26'* sleeps 4, accommodates a galley and dinette, can be fitted with twin-engine power. *Raven 22'* classic family utility boat. Redesigned interior provides extra roominess. *Raven 19'*, spry as a runabout, stable as a cruiser—perfect water-skiing.

THE CORONADO 21' Velvet-riding runabout! Exquisite African mahogany hull provides big-boat stability. Seats 9 luxuriously.

THE SABRE 18' Unique as the materials that make her magnificent—mahogany and fibreglass. Crisp, uncluttered, streamlined!

THE RESORTER 19' Every ride a vacation! Unique 6' padded sun lounge for the sun-worshipper. Glamorous, dependable.

THE RESORTER 16' Born to ski! Mahogany-planked for agility and speed. Spacious, luxurious for cruising.

THE TRINIDAD 18' Ready to go get the big fish or glide through the shallows. African-type marine plywood lapstrake hull designed for an inboard-outboard unit.

THE PALVO 15' Dashing performer! Famous Volvo-Penta Aquamatic inboard-outboard unit. 4-cylinder, water-cooled engine.

Century

CENTURY RUNABOUTS ARE SISTER CRAFT TO CRUISERS, PRODUCTS OF THE OVERLAKES CORP. SHOWROOM, 1650 BROADWAY (61 ST.) N.Y.C. 23. WRITE DEPT. 704 FOR FREE BROCHURE.

CORONADO 21'

SABRE 18'

RESORTER 19

RESORTER 16

TRINIDAD 18

PALVO 15'

CLIPPER 26'

foot for foot, feature for feature, thrill for thrill, the most boat you ever saw.

Measuring in at 26 feet, this all-new Clipper takes the measure of much larger boats for spacious freedom. Imagine! The cockpit is a sweeping 9' long. The cabin is 10'6" high and contains a complete galley, dinette, enclosed lavatory-toilet room, and a lounge settee. The forward compartment is "living" cabin area. Four people sleep comfortably on the convertible settee. Glossy black hull is planked in incomparable African mahogany. Decks, interior cabin and cockpit floor gleam with weatherproof teak textured Nautolex. Clipper 26'... it's the most of the best!

BLACK AND

that the new Cruis Along Fleet

ELDORADO 33'

CLIPPER 28'

CRUISALONG CRUISERS ARE SISTER CRAFT TO CENTURY RUNABOUTS BUILT BY THE CHRIS-CRAFT CORP.

VENTURER 29'

the spacious, new sports cruiser that's designed to give you a new "Freedom of the Seas"

No chance of "cabin claustrophobia" aboard the Venturer 29'. Its cabin is enormous. Open for breeze-swept action. Deck, cockpit floor, bulkheads, cushions, ceiling, and top are weather-protected by Nautolex vinyl. Extra conveniences? They're custom-tailored. You can order your Venturer with a galley. A dinette. Side curtains or sliding safety-glass windows. Fly bridge command station. A fill-in for engine boxes that brings sleeping accommodations up to six. And Venturer's African Mahogany planked hull is one of the big reasons why boatsmen choose Cruis Along.

WHITE PROOF

is the most exciting in the waterworld!

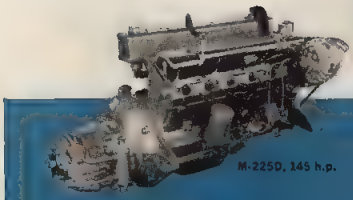
GULFSTREAM 33'

GULFSTREAM 29'

CRUIS ALONG SHOWROOM, 1650 BROADWAY AT 51st STREET N. Y. 23 N. Y. WRITE FOR FREE BROCHURE

CHRYSLER

offers a lot that's
new for
'62



M-225D, 145 h.p.

M-225AP, 120 h.p.

M-383, M-413 model group, 240-300 h.p.

M-318BM, 210 h.p.

MD-354, 130 h.p.

AMERICA'S No. 1 MARINE ENGINE

M-SERIES

M SERIES MODELS	170A	225A	225D	318A	318C	318B	413E	383B	413B	413D	225AP	225DM	318AM	318CM	318BM	225DJ	318AJ	318CJ	318BJ	99	270	305	354	99P
H.P.	110	120	145	190	195	210	240	260	280	300	120	145	190	195	210	145	190	195	210	50	80	102	130	50
SUG. LIST PRICE*	$1165	$1205	$1265	$1355	$1425	$1395	$2390	$1810	$1865	$2205	$1635	$2130	$2160	$2227	$2200	$995	$1058	$1127	$1098	TO BE ANNOUNCED				
	STANDARD DRIVE										OUT-DRIVE					JET DRIVE				STANDARD				OUT DRIVE
	GASOLINE																			DIESEL				

*Includes standard drive, hydraulic reverse gear (except out drive and jet drive models). Prices F. O. B. Detroit, Michigan. Subject to change without notice.

CHRYSLER M-SERIES . . . offers the same blazing performance and rugged dependability that powered the record-breaking winners of the Miami-Nassau Race and the 'Round Long Island Marathon . . . *plus* a lot that's new! **NEW** dual cooling system minimizes exhaust steaming and noise. **NEW** compactness reduces the silhouette by as much as 2 inches in some models. **NEW** certified, explosion proof alternator keeps battery charged even at trolling speeds. **NEW** combination full swivel, water cooled exhaust riser and muffler with single V-8 outlet collector. **NEW** system of completely pre-wiring engines at the factory for faster, foolproof installation. Check Chrysler M-Series models before you buy. There's one for every make and type of boat. Check the prices, too—for a pleasant surprise.

CHRYSLER

MARINE AND INDUSTRIAL ENGINE DIVISION
CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

HUCKLEBERRY HOUND— 3-IN-1 CARNIVAL GAME
C
Pay Only
4.73

HEN TARGET GAME
D
Pay Only
1.97

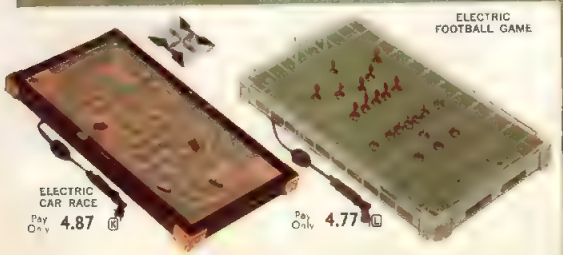
E
Only
2.67
LUNAR LAUNCHER

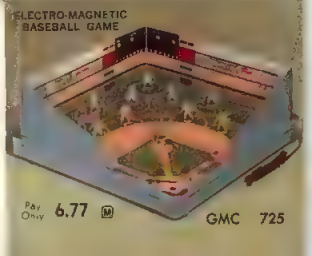
A
NEW FAST ACTION HOCKEY GAME
Pay Only 10.77
B
ALL NEW ELECTRIC FOOTBALL GAME
Pay Only 10.77
Two teams—plus 12 substitutes! Action poses —running, blocking, passing!

FLYING SAUCER SHOOTING GALLERY
Direct hit knocks saucers down!
G
Pay Only 1.44

OFFICIAL NATIONAL LEAGUE HOCKEY GAME
Only Pay 13.97 H

MINIATURE BASKETBALL
BASKET
J
Pay Only 3.37


ELECTRIC CAR RACE
Pay Only 4.87 K
ELECTRIC FOOTBALL GAME
Pay Only 4.77 L


ELECTRO-MAGNETIC BASEBALL GAME
Pay Only 6.77 M
GMC 725

Thrill-a-Minute Games

EXCITING FUN THE WHOLE FAMILY CAN SHARE

EXCITING NEW GOLFERINO—TABLE-TOP MINIATURE GOLF GAME

• A new game of skill—can be played alone or with a group!

A complete 9-hole miniature golf course with bridges, tunnels, and exciting hazards! Players take turns pressing control lever to make golfer swing his club and hit the ball. When ball goes in final hole, bell rings and gold-colored loving cup pops out of the ground. Realistically molded in sturdy plastic. Rules and scoreboard included. Use on floor or table—22¼ x 23½ in. wide base.

85-3093 W—Wt. 7 lbs....Only **11.47**

SPORTING GAMES

1 "KIKIT" ACTION GAME

Exciting action game! Object of game is to drop the table-tennis ball into opponent's basket! Sturdy wooden dowel sticks, strong wire paddles. Wooden playing surface 22 x 40 x 3 in. To 8 players.

81-0168 W—14 lbs. ..... Only **8.37**

Same, but 12 x 29 x 3 in.

81-0986 W—7 lbs. ....Only **4.97**

2 BIG LEAGUE HOCKEY GAME

Players kick and block, whirl and pass, drive to goal, move to defend. 12 steel gears under base—two score indicators on surface. Masonite base with steel frame, plastic corners. 36 x 18 x 4¼ in. With ten players, two goalies, six pennants, two marbles.

85-0842 W—13 lbs.* . Only **8.77**

3 MAG POWR BASEBALL GAME

Each magnetic polarized control guides one team of lifelike plastic players from under the table. One player maneuvers team at bat—opponent maneuvers fielding team! Green, brown, natural wood board—21½ x 21½ in. 5½ in. legs.

85-3267 W—5 lbs. ..... Only **9.77**

A NEW DELUXE FAST-ACTION HOCKEY GAME

• Players respond quickly to finger manipulation!

Players "skate" forward and back, whirl and pass, drive for goal—goalie moves to defend! Exclusive "Synchro-Drive" bevel gears assure instant, no-lag response. New, deeper field keeps Big League type puck on ice. Sturdy steel frame with dentproof plastic curves—measures 42 x 21½ x 8½ in. Includes ten players, two goalies, puck, and scoreboard.

85-3192 W—Shpg. wt. 13 lbs.*... ...Pay Only **10.77**

B ELECTRIC "3-D ACTION" FOOTBALL GAME

• 34 players—for offensive and defensive formations!

Exclusive 3-dimensional "Sculpt-Action" players simulate action of real football games! Coloring set and press-on numerals let youngsters create their favorite teams. Electric vibration moves players—they run, block, tackle, pass, kick. Each team has linemen, ends, offensive and defensive backs, and an actual kicker-passer. Yardage and down markers. Masonite field, steel frame—21½ x 39 x 3¼ in. 6-ft. cord. 110-120 volts, AC—UL approved.

85-3218 W—Shpg. wt. 10 lbs.*.....Pay Only **10.77**

C HUCKLE CHUCK—THREE GAMES IN ONE

• A ring toss game, bean bag game, and a dart game!

Spring-activated head swings from side to side making all the games more interesting! Hook four poly rings on Huckleberry Hound's hat—toss four vinyl bean bags in his mouth, throw four safe poly darts on his target body. Sturdy Masonite figure—32 in. high.

85-0255 W—Shpg. wt. 1½ lbs. .....Pay Only **4.73**

D PLEASURE-PACKED HEN TARGET SET

• Big! Even the youngest child can hit the target!

When the red circle is hit, an egg drops in basket! Plastic target gun with three safe rubber-tipped darts. 17 x 14 in. metal board and stand. Game is complete with basket and eight plastic eggs.

85-1048 A—Shpg. wt. 3 lbs.....Pay Only **1.97**

E LUNAR LAUNCHER THIRLE TARGET ACTION TOY

• Hit the targets and see astronauts zoom up in space!

Three targets—each with a satellite! Hit targets—astronauts are launched in their space ships! With gun and three safety darts. 15 x 18 x 10 in.

85-0164 A—Shpg. wt. 3 lbs... . ....Pay Only **2.67**

F NEW ELDON "SHOOTING GALLERY"

• Safe—safety dart gun and suction-cup darts!

Direct hit knocks ducks down—score for each duck is marked on gallery! Heavy board target. Complete with stands, gun, and four safe darts.

81-0978 A—Shpg. wt. 4 lbs..... ...Pay Only **1.44**

H OFFICIAL NATIONAL HOCKEY LEAGUE GAME

• Imported from Canada—designed for expert players!

Authentic hockey game! Clock keeps time automatically, sounds siren at end of period. Extra forward for last minutes of play when goalie is removed. Puck dropper, plastic screens behind goals. Realistic—puck goes behind the goal, just like in the real game! Six players per team, puck, scoreboard. 36 x 21 x 12 in.

85-3176 W—Shpg. wt. 13 lbs.* *.....Pay Only **13.97**

J CADACO-ELLIS FUN-FILLED BAS-KET GAME

• Miniature basketball—play it in your living room!

Mechanically controlled levers operate from any position—flip ball into basket! Real basketball rules. Court 20 x 12½ in. With scoreboard, ball.

85-1030 A—Shpg. wt. 3 lbs.... ..... .Pay Only **3.37**

K EXCITING ELECTRIC SPORTS CAR RACE GAME

• Electrically operated—vibrator speeds car to win!

To add to excitement car may veer off, head around the track again! Sturdy metal with four realistic plastic cars, plastic track. Vibration adjustment. 110-120 volts, AC—UL approved. 26½ x 16 in.

85-1345 A—Shpg. wt. 4 lbs .....Pay Only **4.87**

L ELECTRIC FOOTBALL GAME—MAGNETIC BALL

• Players run through line with magnetic football!

Electrically operated vibrating action moves teams against each other! Red and blue teams—plastic figures on metal bases—one kicker, one passer. One magnetic football and three wooden footballs for passing or kicking. Masonite field steel frame—15 x 28 x 2 in. 6-ft cord. 110-120 volts, AC. UL approved. With goal posts, yardage marker, etc.

85-0396 W—Shpg. wt. 5 lbs. .Pay Only **4.77**

M ELECTRO-MAGNETIC "BIG LEAGUE" BASEBALL

• Complete with electronic pitcher and magnetic ball!

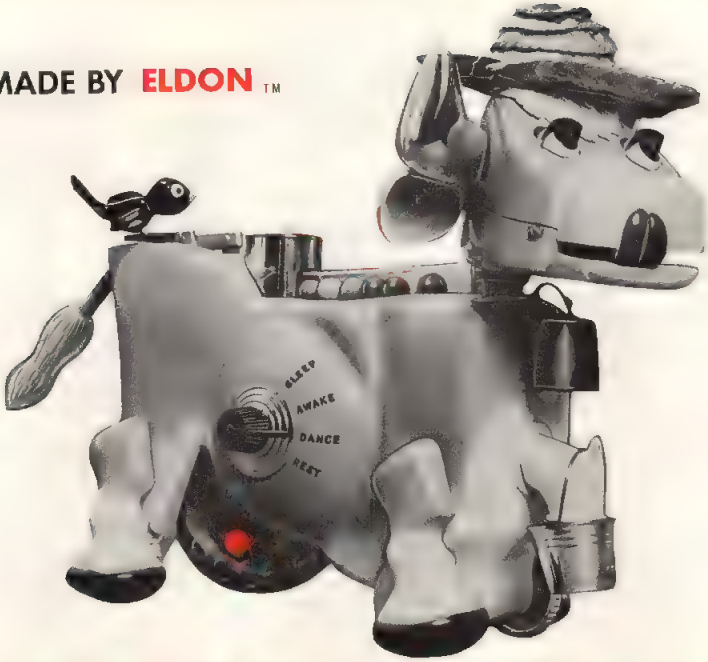
Hours of fun! Completely safe! Electronic pitcher pitches two electro-magnetic balls. Hits adhere to metal area to register play. Nine metal players, 22 in. square metal and Masonite playing board. On-off switch and 6-ft. cord. 110-120 volts, AC. UL approved. With scoring discs, score sheet, rules.

85-3127 W—Shpg. wt. 8 lbs.* Pay Only **6.77**

* Semi-mailable—see page 779

* * Not mailable—pay shpg. on delivery

MADE BY **ELDON** TM



MADE TO MOO

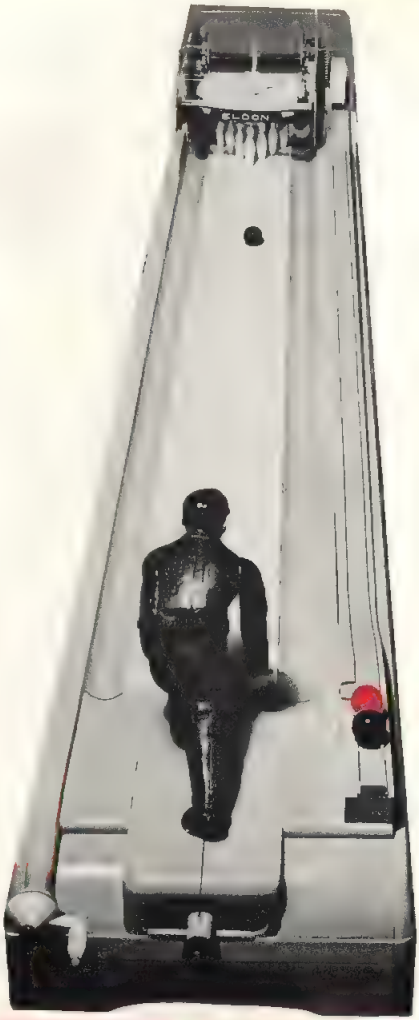
New for '62. The Eldon BUBBLE GUM COW! Pump her tail and watch the colorful bubble gum balls travel from her transparent udder, up and along the tube on her back, out the faucet in her chest and into the silver bubble gum bucket...while her straw hat bobs up and down and she mooos contented. Wind her up with the silver crank in her side and she's ready for MORE ACTION. Set the selector dial on her other side and she'll dance, sleep, wake up and rest. Whimsically purple she's grade "A" all the way. Safe, non-toxic plastic. Attractive self-display box. Eldon BUBBLE GUM COW #9803.

PRE-SOLD FOR YOU ON LOCAL

NEW!

ELDON
BOWL-A-MATIC BOWLING GAME

All the skill, competition and participation of real bowling right in the home for the entire family. This four-foot scale model is authentic in every action including the mechanical action automatic pinsetter. The player turns the bowler to receive the ball, positions him and sends the ball rocketing down the wooden alley for a strike ...or spare. A simple cranking action and you have all the excitement of the big alleys. Automatic pinsetter sweeps away deadwood and resets any remaining pins. Almost unbelievable...like all ELDON toys...but there it is. The most authentic action table-top bowling game on the market. #9804.



OOVE!

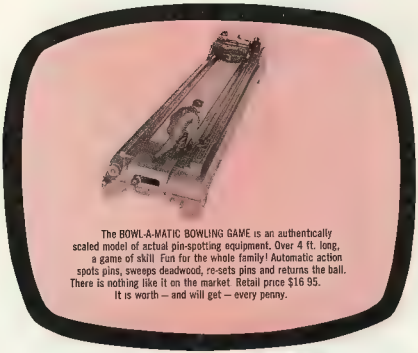
ROOM TO SHOW! Seen our New York showroom at 1107 Broadway? If not, you've missed something. But the important thing is not the setting...it's ELDON'S "new for '62" line. Send today for our full-color catalogues· ELDON INDUSTRIES, INC., 1475 E. El Segundo Blvd., Hawthorne, California; or ELDON INDUSTRIES OF CANADA, LTD., Toronto, Ontario, Canada.

AND NETWORK TELEVISION

The Eldon Truck Line is the best in the industry. Designed to exact scale and authentic in detail. Rugged looking, but safe and strong. GUARANTEED UNBREAKABLE is our motto and we put it in writing. Stronger than any other toy made . . . they're made to SELL and made to LAST!

ELDON™ TV

ORDER NOW

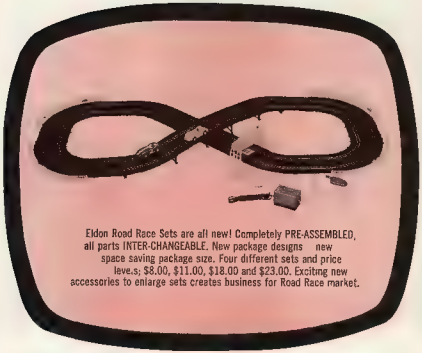


The BOWL-A-MATIC BOWLING GAME is an authentically scaled model of actual pin-spotting equipment. Over 4 ft. long, a game of skill! Fun for the whole family! Automatic action spots pins, sweeps deadwood, re-sets pins and returns the ball. There is nothing like it on the market. Retail price $16.95. It is worth — and will get — every penny.

To the Girls' Line, we've added a new mechanical, wind-up toaster. It ticks, turns two pieces of plastic bread around inside and pops 'em up toasted No heat. Toasty Toaster $4.00, Whistlin' Teakettle and Perky Percolator at $4.00 and the Sizzle Skillet, with two realistic eggs and strips of bacon, at $5.00. We've proved that demonstration sells them That's what we're going to do for you — on television.

TOYS

COAST-TO-COAST TV PROMOTION on these Eldon toys will make more sales faster than ever before. Eldon's TV promotion in your market will start in September and will continue for 13 solid weeks — so order now!



Eldon Road Race Sets are all new! Completely PRE-ASSEMBLED, all parts INTER-CHANGEABLE. New package designs new space saving package size. Four different sets and price leve.s; $8.00, $11.00, $18.00 and $23.00. Exciting new accessories to enlarge sets creates business for Road Race market.

ELDON INDUSTRIES, INC.
1475 E. El Segundo Blvd
Hawthorne, Calif.

Permanent showrooms:
NEW YORK: 1107 Broadway
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1315 Lawrence Avenue East
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GRUEN

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17 Jewels. Shock and dust resist. Nite-glo dial. All steel case. Expansion band.

44-1012485*

Reta l $49.75

17 JEWELS

VERITH N DEXTER

Stainless steel back. Expansion band.

44-11J2420*

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VERI-THIN NEW YORKER

...resist. 10 kt Rolled ... plate case ... band.

44-12J3050*

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17 Jewels. Dust, shock resist... kt Rolled Gold Plate case. Expansion band.

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10 kt. Rolled Gold Plate top, stainless steel back 10 Kt. Gold Filled arms. Safety chain.

44 2DJ2975*

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44 2IJ2975*

Reta l $65.00

4 DIAMONDS

DIAMOND DUCHESS

17 Jewels. 10 K Rolled Gold Plate top. Stainless steel back. Expansion bracelet

44-22J4059*

Retail $71.50

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...kt Rolled Gold Plate top, stainless steel back ...kt Gold Filled arms. ... Jewels. Safety chain.

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Reta $89.50

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44 19J4070*

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Dust and shock resist. 17 Jewels. Stainless steel back. Expansion band.

44-13J3725*

Retail $59.50

17 JEWELS

ELLEN

...kt Rolled Gold Plate top, stainless steel back Expansion bracelet

44 16J2800*

Retar $59.50

in white

44-17J2800*

Retar $89.50

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AUTOWIND ED TH

Water... shock and dust resist. 7 Jewels. 10 kt Rolled Gold Plate top, stainless steel back. Expansion bracelet.

44-15J4600*

Retar $85.00

*Subject to 10% Federal Excise Tax.

†as long as case crown crystal remain intact

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS . ARE ANTI-MAGNETIC . HAVE DUST AND SHOCK PROOF CROWNS

GRUEN

THE *Precision* WATCH SINCE 1874

THE GRUEN WATCH CO., S. A. BIENNE, SWITZERLAND

THE MOST MODERN WATCHMAKING PLANT IN SWITZERLAND

17 JEWELS †

CHAMPION
17 Jewels. Shock dust resistant. Ice glow dial. Chrome plated top, stainless steel back. Expansion band
45-10J1935* Retail $39.75

17 JEWELS †

VARSITY
10 kt. Rolled Gold Plate top, stainless steel back. Expansion band by Kreisler
45-11J2480*
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17 JEWELS

PACEMAKER
Leather insert expansion band. Stainless steel back
45-12J2375*...Retail $48.75

17 JEWELS

EMILY
10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet. Dome crystal.
45-14J2325* Retail $49.75
In white
45-19J2325*
Retail $49.75

17 DIAMONDS

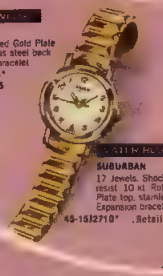
DIAMOND PAM
17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet with diamond shape motif
45-20J2795* . Retail $59.50
In yellow
45-21J2795* . Retail $59.50

17 JEWELS

ESQUIRE
10 kt. Rolled Gold Plate top, stainless steel back. Mesh expansion band, Florentine finish
45-13J2745*
Retail $65.00

17 JEWELS

EILEEN
10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet
45-18J2325*
Retail $49.75
In white
45-17J2325*
Retail $49.75



17 JEWELS †

SUBURBAN
17 Jewels. Shock and dust resist. 10 kt. Rolled Gold Plate top, stainless steel. Expansion bracelet.
45-15J2710* .Retail $59.50

DRESS WATCH

CAMPUS
17 Jewels. Chrome plated top, stainless steel back. Expansion bracelet
45-14J1985*...Retail $39.75

*Subject to 10% Federal Excise Tax.

†as long as case, crown, crystal remain intact

Retail Prices Includes Federal Tax

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS ARE ANTI-MAGNETIC HAVE DUST AND SHOCK PROOF CROWNS

Blue Water Proven:

The Hatteras-34 and -41 are

They're the world's foremost fiberglass yachts. You've heard about them . . . read about them . . . seen them.

The famous Hatteras-41 is everywhere . . . East, West and Gulf Coasts . . . Great Lakes . . . Bahamas . . . Europe and South America. And the Hatteras-34 is as popular as her larger sister-ship.

Why such leadership? Because Hatteras all-fiberglass yachts offer *more* boat, *more* beauty, more fun for your money. For, the one-piece fiberglass hull and bonded superstructure means a stronger, dryer boat . . . plus more speed and safety in rough waters. Hull lines eliminate yawing and pounding . . . provide more space below

SEE AT THE NEW YORK NATIONAL BOAT SHOW

for extra Ruggedness, Speed, Safety and Low upkeep!

the world's finest fiberglass yachts with more of everything except maintenance!

deck. Yes, when you buy a Hatteras you get more of everything except maintenance.

Why such low upkeep? Because fiberglass hull, superstructure and many component parts can't rot, rust or corrode . . . and fastenings can't work loose. No caulking, sanding nor continuous painting. Washing and wiping maintain a "just launched" look.

More comfort, too! Below decks, Hatteras yachts contain the last word in equipment . . . decorator-designed cabins to sleep six in privacy . . . hand rubbed Philippine mahogany decor . . . locker space galore . . . a jewel of a galley with electric stove and refrigerator.

Power to please you. You can have your boat powered by twin gas engines or twin diesels.

Whichever you choose . . . The Hatteras-34 (34 ft. 2 in. LOA) or the Hatteras-41 (40 ft. 8¾ in. LOA) . . . you'll get the *ultimate* in *boating luxury* at a *low* production-built price.

Compare the Hatteras: features, standard equipment, price and low maintenance. Get the facts. Learn why a Hatteras is the boat for you. Write for name of nearest dealer and illustrated folders.

Hatteras Yacht Company, Dept. MB-162, High Point, N. C.

Baby dolls

READY TO BE LOVED—AND LONGING FOR A NEW HOME

A 16-IN. "SANDI" BABY DOLL
Just what every little girl wants! Drinks from her own bottle—wets like a baby! Vinyl with movable arms, legs, head—big sleeping eyes. Her hair is rooted in a short curly style. Wears a polished cotton dress with a striped bodice and full skirt, flannel diaper, knit booties, vinyl shoes 16 in. tall
82-3088 A—Wt. 1½ lbs.. . . Pay Only 2.54

B HORSMAN DOLL WITH "COO" VOICE
All dressed up and ready to go! So life-like with her soft all-vinyl body—movable arms, legs, head. She carries her own bottle—drinks from it and wets like a real baby. Has rooted "Pixie" hair, sleeping glassine eyes, and coo voice. Dressed in a dainty lace-trimmed cotton dress, knit panties and booties. Comes with her own lace-trimmed pillow. 17 in. tall.
82-2148 A—Shpg. wt. 6 lbs....Pay Only 3.47

C UNEEDA'S "YUMMY" DOLL
"Yummy" can do something no other doll can do—just squeeze her tummy and she moves her mouth to nurse her bottle or to kiss you! She drinks and wets—has fully jointed all-vinyl body, sleeping eyes, and rooted hair. Wears a romper suit! Stands 12 in. tall.
82-3106 A—Wt. 1½ lbs.....Pay Only 2.63

D 16-IN. MUSICAL "CUDDL-LENA"
She stretches and turns while Swiss music box lulls her to sleep with Brahms' "Lullabye"! Her fingers are bent to form a baby fist. Fully jointed, made of soft vinyl plastic with rooted hair, sleeping eyes. She wears a two-piece butcher boy outfit. 16 in. tall.
82-3096 A—Wt. 2½ lbs.....Pay Only 4.17

E HORSMAN'S NEW THIRSTEE CRY-BABY
She cries loud and long until you feed her—then she stops crying and gurgles happily! Crying mechanism operates on one "C" battery (not incl.). She's a 22-in. baby doll of soft vinyl with chubby arms and legs that move. Her head turns, has baby-like wisps of hair rooted in a "Pixie" style. Wears a knit shirt, rubber panties, and comes in a deluxe baby blanket. She has her own life-size bottle—fill it and "milk" slowly disappears, makes air bubbles like a real bottle. Stand it upright—it refills itself
82-2080 A—Shpg. wt. 4½ lbs....Only 12.47

F ADORABLE "BONNIE" BABY DOLL
Just what Santa ordered—a precious baby doll! So adorable with her life-like big sleeping eyes and bow-topped fluffy rooted hair that can be combed and styled. Fully jointed vinyl body with a head that turns. Drinks from her own bottle and wets. "Bonnie" wears a go-everywhere cotton dress spiced with lace—plus fashionable hat leotards adorned with pompons 18 in. tall.
82-2197 A—Shpg. wt. 2 lbs...Pay Only 3.47

G HORSMAN "SOFTEE" SNOWSUIT DOLL
Ready to go everywhere mommy goes! She's life-like—and so lovable. Vinyl plastic body and head that turns—soft, chubby jointed arms and legs. She drinks and wets, has a coo voice, sleeping glassine eyes. Her hair is rooted in a "Pixie" style for a life-like appearance. She's dressed for wintry weather in her simulated corduroy pants with fleece jacket and hood. 22 in. tall.
82-2122 A—Shpg. wt. 8 lbs...Pay Only 5.47

J HORSMAN SNUGGLE SOFTEE BABY DOLL
Adorable 22-in. infant doll! So snuggly with her soft vinyl head, legs, and arms—cloth body feels so life-like and cuddly. "Pixie" style rooted hair, sleeping glassine eyes, and coo voice. She's dressed in a flannel print jacket with hood, panties, and booties. Wrapped in deluxe satin-trimmed receiving blanket.
82-2106 A—Shpg wt. 7 lbs....Pay Only 5.47

K SWEET "BABY CUDDLES" DOLL
Light and cuddly—almost like a new-born baby! So realistic with wispy rooted baby-like hair, sleeping eyes, and sweet chubby cheeks. Soft stuffed body with vinyl head, arms, legs. Wears sheer lace-lavished dress with attached slip, panties, and knit socks. 20 in. tall.
82-3112 A—Wt. 3½ lbs.....Pay Only 4.63

L 20-IN. INFANT DOLL IN BLANKET
It'll be love at first sight—when your little girl meets this sweet, chubby 20-in baby doll! Carries her own bottle for nursing and wetting. Soft all-vinyl body is fully jointed with turning head, rooted "Pixie" style hair, sleeping eyes. Wears jacket and diaper—comes wrapped in flannelette receiving blanket.
82-3120 A—Shpg. wt. 3 lbs....Pay Only 3.88

M HORSMAN BABY BUTTERCUP IN BUNTING
Lovable "Baby Buttercup" is all snuggled up in her luxurious quilted print bunting! She drinks, wets, coos. Made entirely of soft vinyl with moving arms, legs, head. Long-lashed sleeping eyes, molded hair. Wears satin-edged quilted bed jacket with matching lace-trimmed bonnet, flannel diaper, 17 in. tall.
82-2163 A—Shpg. wt. 4 lbs....Pay Only 3.47

HORSMAN'S "THIRSTEE"

Cry baby

CRIES AND GURGLES LIKE A REAL BABY!

So real-like — she cries lots and long until she's fed! Then she gurgles happily! Comes with her own bottle and blanket!

Watch "milk" disappear from lifesize baby bottle

Pay Only **12.47**

K Pay Only **4.63**

L Pay Only **3.88**

M Pay Only **3.47**

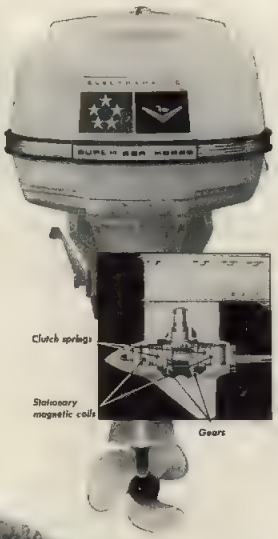
B Pay Only **3.47**

H Pay Only **5.47**

J Pay Only **5.47**

JOHNSON ANNOUNCES

New! Outboarding's finest automatic transmission makes this The Sea-Horse That Shifts for Itself



Here's the first major breakthrough in outboarding since we pioneered the "V" engine. *It's Electramatic Drive—a revolutionary concept of automatic shift control—and it's exclusive with Johnson.* If you've ever handled a boat with a single-lever control, you can drive an Electramatic Sea-Horse right away. Otherwise, it may take you 30 seconds to learn.

What makes this new Johnson system different? The transmission. You shift electrically . . . not mechanically. There are no clutch dogs whatsoever. A single electrical connection leads from the motor to the cockpit control station. It's simple. It's swift. It's certain!

Biggest gain is in performance. When an Electramatic Sea-Horse "shifts," the clutch engages electrically—so fast your eye can't see it move. Then instantly . . . silently . . . it spin-locks into rock-solid mechanical drive. The result: the same famous Sea-Horse sass with a new satin shift. Every skier will appreciate this.

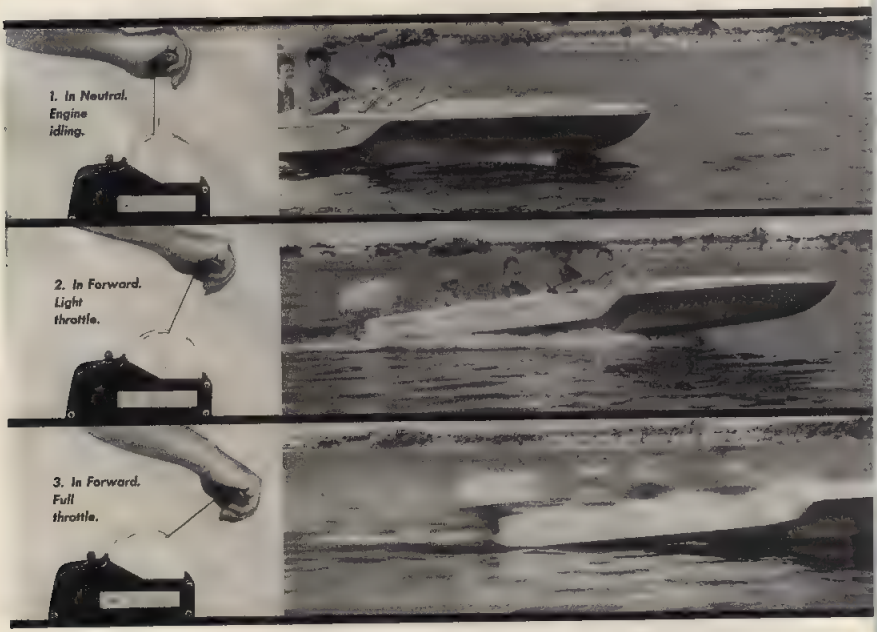
This is not only the simplest and smoothest of all outboards ever. It's safe! You never have to take your eyes off of where you're going—to fiddle with separate levers or to punch buttons. Docking, especially, is a cinch.

This newest Johnson exclusive is available in both 75 and 40 hp models. And the control comes with the motor. You pay nothing extra!

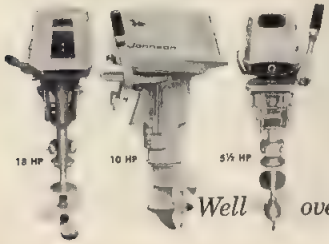
The V-75 Electramatic is equipped with an alternator-generator. This charges your battery at idle and puts out 20 amperes at only 2100 rpm.

ELECTRAMATIC DRIVE

SHIFTS GEARS ELECTRICALLY, AUTOMATICALLY...AS YOU MOVE THE THROTTLE!



3 new Johnson Compacts...slimmer, simpler, same great Sea-Horse stamina!



Count on Johnson to bring the Compact trend to water. Now both smaller and lighter in weight, these three new fishermen's specials (at 18, 10 and 5½ hp) are still all Sea-Horse!

What's more, all three offer you practically all "big motor" features. Cushion-hub propeller protection. Full gear shift—forward, neutral, reverse. Sound-sealed hood. Thermostatically-controlled cooling system. Plus the toughest premium paint job ever.

All ten new '62 Sea-Horses — from sleek Electramatics to lean Compacts —are at your Johnson dealer's now. Why not plan to see him soon. You'll find him listed in the Yellow Pages. Johnson Motors, 1209 Pershing Road, Waukegan, Illinois. Division of Outboard Marine Corporation.

Well over two million quiet Sea-Horses prove

Johnson
DEPENDability

JOHNSON ANNOUNCES

New! Outboarding's finest automatic transmission makes this The Sea-Horse That Shifts for Itself

Here's the first major breakthrough in outboarding since we pioneered the "V" engine. *It's Electramatic Drive—a revolutionary concept of automatic shift control—and it's exclusive with Johnson.* If you've ever handled a boat with a single-lever control, you can drive an Electramatic Sea-Horse right away. Otherwise, it may take you 30 seconds to learn.

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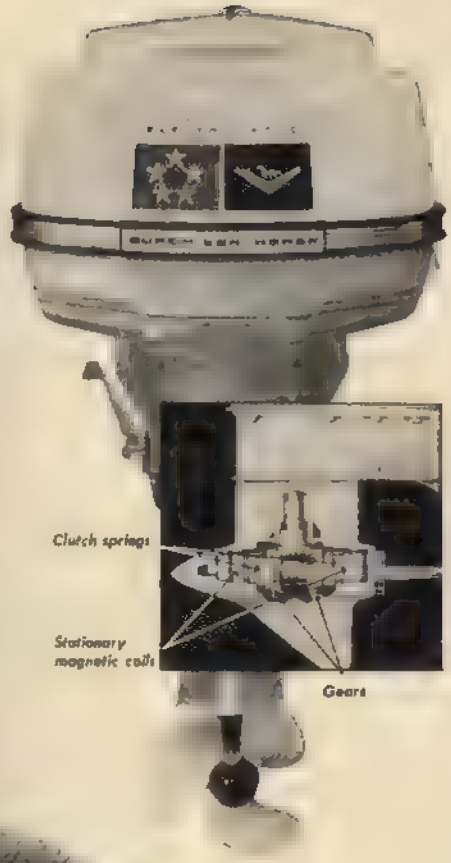
This is not only the simplest and smoothest of all outboards ever. It's safe! You never have to take your eyes off of where you're going—to fiddle with separate levers or to punch buttons. Docking, especially, is a cinch

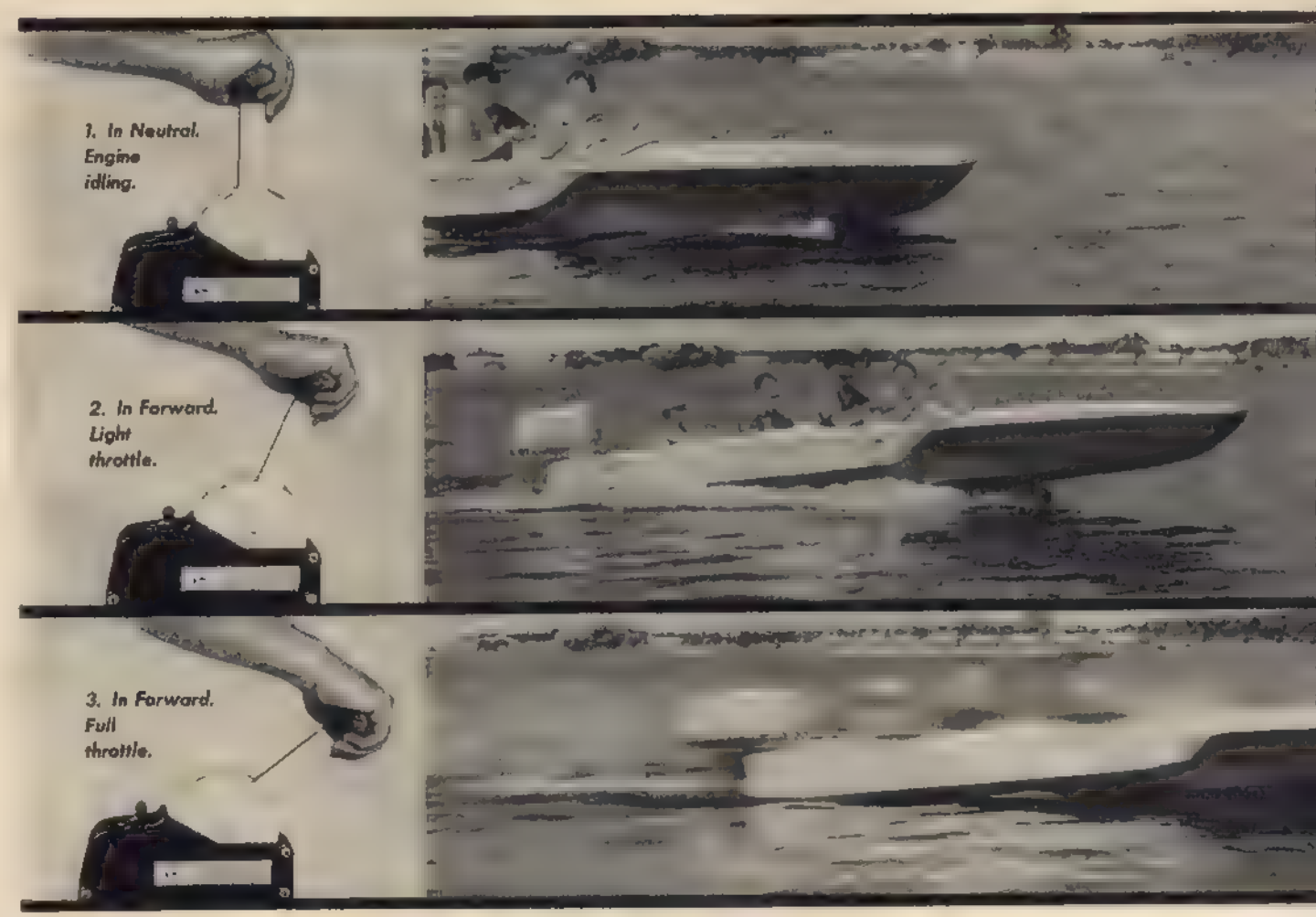
This newest Johnson exclusive is available in both 75 and 40 hp models. And the control comes with the motor. You pay nothing extra!

The V-75 Electramatic is equipped with an alternator-generator. This charges your battery at idle and puts out 20 amperes at only 2100 rpm.



ELECTRAMATIC DRIVE

SHIFTS GEARS ELECTRICALLY, AUTOMATICALLY...AS YOU MOVE THE THROTTLE!



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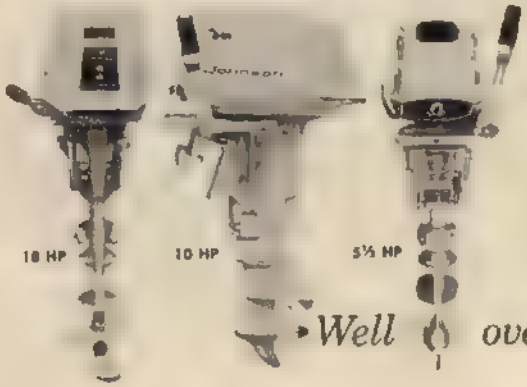

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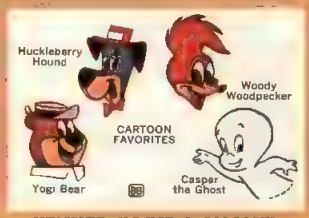
Well over two million quiet Sea-Horses prove

Johnson DEPENDability



KENNER "GIVE-A-SHOW" PROJECTORS

16-SHOW ADVENTURE SET
Only 3.77
- 112 Color Slides!
- Two 45 rpm Records!

32 SHOW CARTOON SET
Only 5.37
- 224 Color Slides!
- 21 Clear Frames!

Each Set Includes a Battery-Operated Projector

"WAGONS-HO" INTO FORT CHEYENNE
Pay Only 3.97

BLUE GRAY BATTLE
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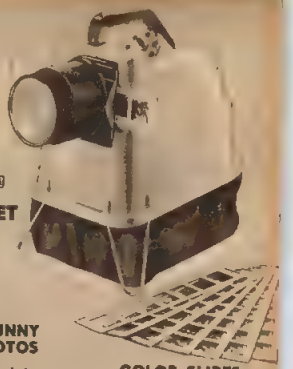
BEDROCK—HOME OF TV'S FLINTSTONES
Pay Only 4.37

OPERATION MOON BASE
Pay Only 10.74

752 GMC

KENNER'S

New "Super Show" PROJECTOR



Ⓐ

COMPLETE SET

Pay Only **8.44**

CREATE ANIMATED CARTOON SHOWS

12 brand-new animated TV figures—with heads, arms, legs, bodies that really move! Kids can "produce" their own action shows!

Characters jump, dance, play together as children manipulate the tabs!

FUNNY FOTOS

Your photo goes here

Four "Boardwalk"-type picture masks fit over photos of friends and family!

COLOR SLIDES

Includes eight complete shows on 35mm color slides—each show has seven frames!

SHOWS UNLIMITED

"Super Show" projects any object 6 in. square or 2 in. high, into a clear picture 4 ft. square!

DRAW YOUR OWN SHOWS

With drawing wand plus four crayons—kids can draw their own color slide shows, then project them with the electric "Super Show"!

Ⓐ KENNER DELUXE "SUPER SHOW" SET

Children can make up and give their own shows with this super set from Kenner! Includes electric projector with eight new Kenner shows of TV favorites. Plus 12 animated cartoon figures (Popeye, Flintstones, etc.) with movable arms, legs, and bodies—that you place under projector. Drawing wand and four crayons, four "Boardwalk"-type picture masks are provided for drawing and creating original shows. Projector accepts any object less than 6 in. square, 2 in. high—projects a 4 ft. square picture! Operates on 110-120 volts, AC-DC—UL approved. With 6-ft. cord. Uses one 100-watt light bulb (not included).

85-1303 W—Set. Wt. 5 lbs.....Pay Only **8.44**

Ⓑ NEW KENNER "GIVE-A-SHOW" SET

Brand new! Now kids can learn while they have fun! Set includes 112 color slides giving a total of 16 thrilling shows of adventure and discovery—plus two 45-rpm records containing narration and sound effects. Covers subjects such as dinosaurs, space monkeys, the Wright Brothers, etc. Each show of 7 slides is a complete, educational story. Projector is completely portable—operates on three "D" batteries (not included) * It's easy for even young children to operate—they just switch it on and pull slides through. Projects full color pictures of slides provided or any 35mm slides on wall, screen, or ceiling.

85-1162 A—Set. Wt. 2 lbs. .Pay Only **3.77**

[BB] Similar. Includes battery-operated projector plus 224 color slides (32 different shows) starring TV and cartoon favorites. Also 21 clear frames plus coloring pencils for creating shows—frames can be wiped clean again and again.

87-3349 A—Set. Wt. 2½ lbs.....Pay Only **5.37**

Ⓒ NEW FORT CHEYENNE SET

"Wagons-Ho!" into Fort Cheyenne! Youngsters can relive the winning of the west with this realistic set that depicts Wagon Train under Indian attack taking refuge in Fort Cheyenne! Over 120 pieces—stimulates imaginative play—amuses whole groups of children for hours! Realistic metal and plastic decorated fort has a complete stockade and gateway—with two movable block houses, lithographed metal headquarters building, and stable, each 7 x 4 x 3¾ in. Colorful rubbery vinyl figures of cowboys, Indians, riders, horses, and soldiers—in a variety of action poses. All riding figures swivel on their horses! Army covered wagon has moving horse! Tiny cannons actually shoot "shells!" Fort Cheyenne measures 30 x 20 x 9 in. high.

85-1154 W—Set. Wt. 5 lbs....Pay Only **3.97**

Ⓓ GIANT "BLUE AND GRAY" BATTLE SET

Exciting set has everything necessary to create the fire and fury of the "War Between the States!" A perfect opportunity for youngster to become acquainted with important historical events while playing! Set contains over 175 pieces—each done in authentic detail! Realistic battle scene pits the Union forces against the Confederates. Children can really shoot "cannon balls" from the miniature cannon, rescue wounded soldiers, plot strategic campaigns! Set is complete with horses, saddles, supply wagons, tents, "stone" fence barricades, flags, stretchers, rifles, swords, plus armies of both Confederate and Union soldiers. A complete set—ready for fun-filled play!

85-1444 A—Set. Wt. 4 lbs. ..Pay Only **3.47**

Ⓔ MARX FLINTSTONE PLAYSET

The prehistoric town of Bedrock, home of TV's famous "Flintstones" rocks hilariously to the antics of these cartoon characters! Complete set includes 2½-in. polyethylene figures of Fred, Wilma, Barney, Betty, Dino the Dino, Baby Puss—and six others. Also has 7 prehistoric animals, 5-in. plastic stone-age buildings (including gas station, market, snack bar, etc.) -two cars, a rock-pile, fences, mailboxes, signs, trees, etc. It's a complete set—ready for hours of entertaining and realistic play! Order today—and save at GMC!

87-6011 W—Set. Wt. 4 lbs....Pay Only **4.37**

Ⓕ MARX EXCITING MOON BASE SET

It's brand new and bound to capture the interest of young "astronauts" for hours on end! Has everything needed to maintain a moon base! Youngsters can create outer space adventures with six vinyl moon men, 14 astronauts, four mobile moon terrain vehicles, and space capsules. Tiny flying saucers can really be launched, a mountain can be safely "exploded" by firing moon ship with see-thru gunsight! Gantry and dual launchers fire rockets, realistic "bleep-bleep" signal can be sent from the revolving space station, and messages can be sent in Morse Code with a special signal-sending device! Includes gas tank, telescope, camera, supply tower, radar screen, disc antenna, plus other accessories—all of unbreakable vinyl plastic. Vacuum-formed moon base measures 31 in. in diam.—has lithographed metal stanchion. Semi-mailable—see page 779 for shipping information.

85-1055 A—Set. Wt. 6 lbs...Pay Only **10.74**

Ⓖ HIGH-FLYING HELICOPTER

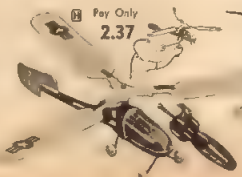
Really flies—as high as 300 ft.! Manual starter automatically rewinds for next flight. Safe polyethylene blades, plastic body, 12 in. long—18-in. rotor span. Imported from Germany

87-9379 A—Shpg. wt. ½ lb..... Pay Only **2.37**

Ⓘ ELECTROMIC FLASH PLANE

A push of the button and the plane goes into a series of exciting stunts! Plastic fuselage with laminated wings and a stabilizer. Plane is attached to control stick by 6-ft. cable. Operates on 2 "D" batteries (not incl.). * 14-in. wingspan.

87-3356 A—Shpg. wt. 1 lb.....Pay Only **1.97**



Ⓗ Pay Only **2.37**

Ⓙ Pay Only **1.97**

* Order batteries on page 614

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EVERY WEEK OF THE YEAR...
HIGHEST-RATED SHOWS AND STARS
A NATIONWIDE DEMAND FOR

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...ALL THROUGH '62!

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PHILCO

Famous for Quality the World Over

ALL-TRANSISTOR PORTABLE RADIOS

Philco Transistor Radios deliver new high-performance Big-Set Sound plus longer battery life on regular flashlight batteries, available everywhere!

PHILCO T-88

8-TRANSISTOR LONG RANGE PERFORMER HAS FINE CAMERA STYLE

The ultimate in precision and craftsmanship in a small radio. Sleek case has the look and handling ease of an expensive camera. Larger 2¾" speaker delivers more sound output. 8 genuine Philco Transistors and solid copper conductors assure long trouble-free performance. Plays on just 2 regular penlight batteries. New 2-faced slide rule dial is easy to see from top or front. Tuning is quick and easy. Convenient handle lifts up from top of break resistant case. 4⅝" high, 5½" wide, 1½" deep. Weighs just 14 ounces. Ebony or Ivory

7917E3076 Specify Color (Batteries Included) $37.80

PHILCO T-74

POWER PACKED 7-TRANSISTOR

Power-Boost Philco portable radio packed with value and extra performance. Super sensitive, pulls in stations from near or far. Quick and easy fingertip tuning knob and slide rule dial. Rich sounding, room-filling 3½" speaker and extra large tone chamber. Plays hundreds of hours on just 4 "C" size flashlight batteries available everywhere. Has built-in jack for private listening ear speaker. Scuff-resistant Sur-V-Lon case. Dimensions: 6¾" high, 9" wide, 2⅞" deep. Weighs only 1 pound, 15 ounces. Black Morocco or Briarwood.

7638E3299 Specify Color (Batteries Included) $40.75

PHILCO T-803

TAN, TOUGH, TERRIFIC 8-TRANSISTOR

8 transistors! 4-inch speaker! Sure-Vu Ton and Brass case has the look and feel of cattle! Sensitive antenna! Accurate vernier tuning with easy reading dial. Private listening ear speaker jack! Plays on 4 standard "D" flashlight batteries. 7" high, 6¾" wide, 4" deep. Weighs 4 pounds, 2 ounces.

7918E3942 Tan (Batteries Included) $50.75

PHILCO T-9

SENSATIONAL 7 BAND, 9-TRANSISTOR WORLD-CIRCLING PORTABLE RADIO

The ultimate in versatility! Nine transistors! Two antennas! Seven tuning bands. Standard Broadcast, 2 medium frequency and 4 high frequency short wave Spread Bands. Genuine leather case. Lid is detachable, has world time zone map and log book. Room-filling, clear tone. Powered by just 6 standard "D" flashlight batteries. Compact case is 10½" high, 15¾" wide, 7" deep. Weighs just 19 pounds.

7368E17028 Tan (Batteries Included) $231.15

PHILCO

Famous for Quality the World Over

RUGGED SOLID COPPER CIRCUITRY

Philco uses solid copper circuitry—not loose wires that can jar loose with motion, abuse. And each is backed by Philco's famous 90 day warranty on parts and workmanship.

PHILCO T-61

PHILCO T-77

EXCITING GIFT ENSEMBLE — 6-TRANSISTOR

The perfect gift for almost any occasion! A complete portable radio outfit! Compact and powerful 6-transistor chassis has solid copper conductors—not loose wires. Break-resistant case. Weighs only 8 ounces! Tunes quickly and easily with the tip of your finger. Station markings show through attractive hairline window. Plays on just 2 penlight batteries. Delivers Big-Set Sound through its own 2" speaker or the Private Listening Ear speaker included. Complete kit includes radio, ear speaker, scuff-resistant case and 2 long-life penlight batteries. 4¾" high, 2½" wide, 1¼" deep. Choice of Ivory, Terra Cotta or Ebony.

7935E2440 Gift Pac	Specify Color	$29.95
7914E2116	Radio Only (Specify Color)	$25.25
7936E197	Case	$3.00

POWERFUL POCKET FULL OF PLEASURE

Enjoy your favorite stations from near or far on the finest performing 7-transistor set in its class. Get every station quickly, accurately with the precision vernier tuning knob and easy reading dial. Delivers Big Set Sound through powerful 2" speaker or with private listening ear speaker plugged into set. Sleek break resistant case has snap-out easel stand for use as table radio. Plays on just 2 penlight batteries, available everywhere. Radio weighs just 10 ounces, is 4⅝" high, 2⅝" wide, 1⅝" deep. Chrome and Ebony, Aqua or Ivory.

7913E3057 Gift Pac	Specify Color	$37.50
7912E2686	Radio Only	$32.80
7937E197	Case	$3.00

PHILCO T-71

LUXURIOUS 7-TRANSISTOR PORTABLE!

Never before so much luxury and power in so small a radio! Sur-V-Lon case in Brown with sleek two-tone front, convenient handle strap. Powerful Philco 7-transistor chassis delivers big set sound through 2½ inch speaker. Private listening ear speaker jack. Plays for hours on just 2 tiny penlight batteries. 6⅛" High, 3⅛" Wide, 1¾" Deep. Weight 15 ounces.

7947E2869		$35.25

PHILCO T-901

MAGNIFICENT NINE TRANSISTOR PORTABLE

Combines features never before available at this price. Rich and beautiful genuine leather case houses the most powerful portable radio in its class. Precision tuning with vernier drive, 3 gang tuning condenser and tuned RF make this the outstanding performer that it is. The tonal response is unmatched even in larger, more costly table radios. Plays for hundreds of hours on just 4 regular "D" flashlight batteries, available everywhere. Case is just 8½" high, 10½" wide, 3½" deep. Weighs only 4 pounds, 14 ounces. Briarwood toned with Brass grille or Jet Black Morocco with Satin Chrome grille.

7738E4650	Specify Color	$59.95

30-HOUR DESK/TRAVEL ALARM
SCOOP . . . Ideal for gifting. Genuine leather case, easy-to-read luminous figures, hands. 3-¼ × 2-¾". Specify color: pig, brown alligator, red
2137N397 . . . . . Retail **$ 5.95**
larger size, as above, 3½x3⅛"
1524N455 . . . . . Retail **$ 6.95**

30-HOUR DESK TRAVEL ALARM
BLUE RIBBON . . . a sure winner. Gilt trim Texol case full luminous dial 3-¼ × 3-½ . Specify color: tan, brown alligator, red
1523N455 . . . . . Retail **$ 6.95**
smaller size as above 3x2⅞
2138N455 . . . . . Retail **$ 6.95**

AMERICA'S FAVORITE TRAVEL ALARM

AUTOMATIC CALENDAR CLOCK

30-HOUR TRAVEL ALARM
DATE N TIME . . . here's practical. Gilt trim, leather case, dial figures luminous with magnifying "date-window" 3x2-½ . Specify color: red, pig, brown alligator
1857N610 . . . . . Retail **$ 9.95**

AWAKEN TO MUSIC WHEREVER YOU GO

30-HOUR MUSICAL DESK/TRAVEL ALARM **MINSTREL** the melody lingers on. Gilt trim Texol case, gilt figures, luminous 4 ½×3 ½. Specify color: tan, brown alligator, red
1986N674 . . . . . Retail **$ 9 95**

30-HOUR MUSICAL ALARM
RHAPSODY . . . here's a cheerful earful". Elegant gilt case, distinctive Roman numerals on gilt circle background luminous 4 × 3 ¼
2139N1000 . . . . . Retail **$ 15.95**

AWAKENS YOU WITH MUSIC

30-HOUR DESK PEN SET ALARM
DESK-MATES . . . "write" for any occasion Gilt case, swivel units, gilt figures, luminous with black Paper-Mate desk pen 4-⅞ × 3-¼ Specify dial color, red black, white
1614N835 . . . . . Retail **$ 12.95**

30-HOUR DESK/BOUDOIR ALARM
BIG MOMENT . . . scintillating splendor Gilt case, dazzling rhinestones with gilt filigree trim Gilt figures, luminous 2-⅛ × 2-⅜ Specify color: ice-blue, rose, crystal.
2140N685 . . . . . Retail **$ 10.95**

30-HOUR DESK/BOUDOIR ALARM
COLONY . . . distinctive fashion. Gilt trim mahogany or blond finish wood case. Gilt figures, luminous 5-½×5 Specify color: mahogany or blond
1851N765 . . . . . Retail **$ 11.95**

EIGHT DAY

8 DAY 7 JEWEL

8-DAY 2 JEWEL TRAVEL ALARM
TRIUMPH. . above all, dependability. Gilt trim Texol case, gilt numerals luminous 3 x 2-½". Specify color: brown lizard, tan or red pig
1525N860. . . . Retail **$ 12.95**

8 DAY 7 JEWEL DESK ALARM
CHIEFTAIN. "8-g-Time" value Gilt trim leather case, gilt figures luminous. 3 x 2-½". Specify color red, pig, brown all gator
1769N995 . . . Retail **$ 14.95**

30-HOUR DESK BOUDOIR ALARM
CROWN JEWEL fabulous indeed Gem shape clear transparent plastic case Gilt figures, luminous Diameter 3-¼ Specify color: rose, light blue, clear white, amber
1985N575
Retail **$ 8.95**

Phinney-Walker

30 HOUR Act [illegible] ALARM
SOUND-OFF . . rhythm, intermittent rings nudge the sleeper, loud steady alarm follows Gilt trim Texol case gilt figures luminous 3x2-⅞ Specify color tan, brown alligator, red
1771N650
Retail **$ 9.95**

7 JEWEL

30-HOUR 7 JEWEL ALARM
KING PIN... it's the "Tops" Gilt trim leather case, gilt figures, luminous. 3x 2-⅛". Specify color: pig, red, tan all gator
1768N660 Retail **$ 9.95**

30-HOUR DESK TRAVEL ALARM
DAZZLER . . many sparkling hours. Gilt trim leather case, white rhinestone indicators, luminous, 3x2-½ Specify dial also case color red, pig, brown alligator green
1853N580 . . . Retail **$ 8.95**

WORTHWHILE GIFTS... AT A MODEST COST

30-HOUR MUSICAL ALARM
MUSIC MASTER . . to brighten each day Petite gilt case, gilt figures, luminous 3-½ x 2-⅝ . .
2141N650 Retail **$ 9.95**

30-HOUR DESK BOUDOIR ALARM
SWEET 'N LOVELY . . extraordinary charm. Exquisite gilt case, radiant rhinestone trim Gilt figures, luminous 3-½ x 3 Specify color: rose, crystal, ice-blue
2142N765 Retail **$ 11 95**

30 HOUR DESK BOUDOIR ALARM
MARQUISE for gracious living Gilt trim mahogany or blond finish wood case gilt numerals luminous. 4 ½ x 3-¾ . Specify color: mahogany or blond.
1850N635 . . . Retail **$ 9.95**

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(A) ROYAL DIANA PORTABLE TYPEWRITER AT NEW LOW PRICE! Packed with full-size typewriter features, including: full-size standard keyboard; Magic-Margin (set both margins at touch of button); key-set tabulator; many extra symbols; single, 1½, and double spacing; smart looking, scuff-proof vinyl carrying case with zipper and lock.
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(B) ROYAL TAB-O-MATIC PORTABLE TYPEWRITER AT LOWEST PRICE EVER! And even at this low price you get the finger-touch Keyset Tabulator that lets you set and clear columns automatically from the keyboard. Full-size standard keyboard, Automatic line finder, 1, 2, or 3 line spacing, plus luggage-style carrying case.
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6P162X10995 Pica Type, specify color. . . . . **Retail $142.13**
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(D) SMITH-CORONA SUPER SPEED "STERLING" PORTABLE TYPEWRITER. Designed to go where you go . . . extra fast, extra light portable with office model performance. Has Page-Gage, 4-way Touch Selector, Finger-Touch Tab; Paper Guide; retractable paper supports. A perfect "family" machine for students, housewives, and businessmen. With Holiday Carrying Case. Choice of Sage Gray or Alpine Blue.
6P164X7590 Pica Type, specify color. . . . . **Retail $104.50**
6P165X7590 Elite Type, specify color. . . . . **Retail $104.50**

(E) SMITH-CORONA LIGHTWEIGHT "SKYRITER" PORTABLE TYPEWRITER. Weighs just 9 lbs. . . . a joy to tote wherever you go . . . so compact and light . . . perfect for students and travelers. Has office-size keyboard, Quick-Set margins, full-size carriage return lever, Error Control, Touch Selector. Lovely vinyl carrying case. Charcoal gray.
6P166X5979 Pica Type. Shpg. wt. 12 lbs. . . . . **Retail $78.49**
6P167X5979 Elite Type. Shpg. wt. 12 lbs. . . . . **Retail $78.49**

(F) SMITH-CORONA GALAXIE . . . WORLD'S FASTEST PORTABLE TYPEWRITER. Deluxe design . . . modern as tomorrow . . . a new adventure in typing. Full-size keyboard, wide-range Touch Selector, Keyset Tabulator, Eraser Shield, quick-set margins, Page-Gage. Luggage-style carrying case. Choice of Driftwood Gray or Star-Mist Blue.
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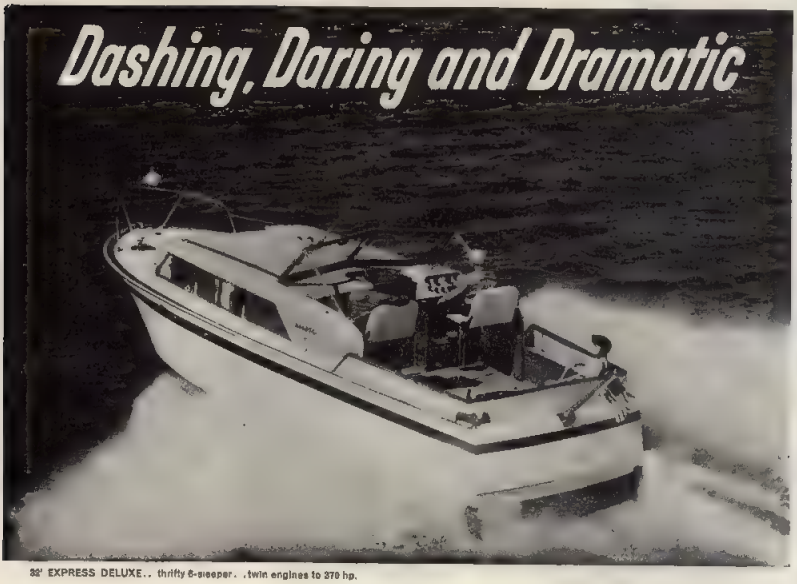
6P169X10977 Elite Type, specify color. . . . . **Retail $149.27**

Dashing, Daring and Dramatic



32' EXPRESS DELUXE.. thrifty 6-sleeper. .twin engines to 370 hp.

Roamer has tossed conventional styling overboard. Here's yacht design that's really new. Still as nautical as a knot—but bold, fresh and exciting. Not a face lifting, but beautifully new clear through. Lines are clean as a sea breeze, sleek as a Gold-Cupper. Interiors are imaginative. And for a bonus, you get the safety and wave-flattening abilities of the unique Roamer hull. Give your eyes a treat, see the new '62.

NEW Sharp Clipper Bow . . . handsomely raked and flared, makes a graceful entry into any sea

NEW Cabin Top Styling . . . soft curves and molded contours in one-piece fiberglass accent hull lines.

NEW Canted Hardtop . . . of durable fiberglass is slim, slanted, and has the look of wind-swept action.

NEW Color-Keyed Interiors . . . smart color accents from carpeting to draperies expertly coordinated.

38' STEEL MOTOR YACHT . . . sleeps 10 . . . 3 staterooms . . . deluxe salon . . . party-size deck . . . twin diesels to 615 hp.

27' ALUMINUM SILVER ☆ COMET . . . family size, sleeps four . . . lightweight . . . dry riding . . . top speed 36 mph with twin 165's.

Roamer's All New for '62

32' STEEL RIVIERA DELUXE sleek new hardtop and added aft deck space

ALUMINUM HULLS . . . a new family-size 27' model of electrically welded, corrosion-resistant aluminum is lightweight, watertight, and performs beautifully.

STEEL HULLS . . . available in 32', 36', 44', and 56' models. Steel's toughness, safety and trouble-free features are matched only by the stability and superb cruising qualities of the Roamer designed hull.

Every Roamer is protected by the Capac Automatic Corrosion Eliminator, standard equipment on all '62s.

ROAMER

Roamer Yachts Division, Chris-Craft Corp., 215 Lakewood Blvd., Holland, Michigan. Subsidiary of NAFI Corporation

36' STEEL RIVIERA DELUXE . . . (also Express) . . . sleeps 6 . . . new color-keyed interiors . . . twin engines to 300 hp.

44' STEEL RIVIERA . . . sleeps 8 . . . deluxe owner's cabin . . . crews quarters . . . smart salon . . . twin engines to 360 hp.

Roamer's All New for '62

32' STEEL RIVIERA DELUXE sleek new hardtop and added aft deck space

ALUMINUM HULLS . . . a new family-size 27' model of electrically welded, corrosion-resistant aluminum is lightweight, watertight, and performs beautifully.

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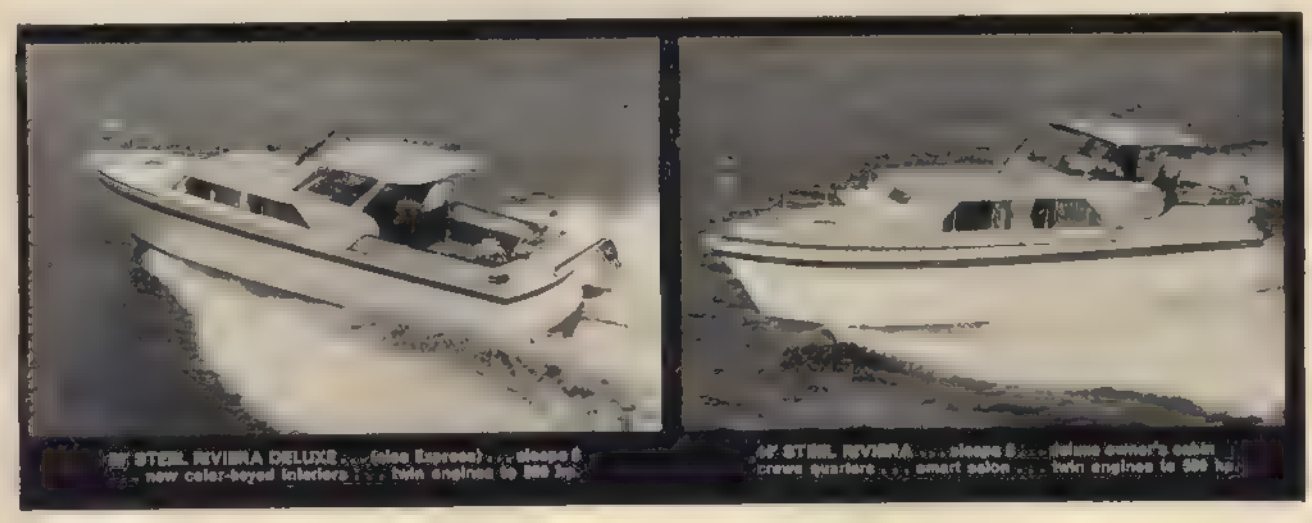
ROAMER

Roamer Yachts Division, Chris-Craft Corp., 215 Lakewood Blvd., Holland, Michigan, Subsidiary of NAFI Corporation



32' STEEL RIVIERA DELUXE . . . (also Express) . . . sleeps 6 . . . new color-keyed interiors . . . twin engines to 300 hp.

44' STEEL RIVIERA . . . sleeps 8 . . . deluxe owner's cabin . . . crews quarters . . . smart salon . . . twin engines to 500 hp.

Dashing, Daring and Dramatic

32 EXPRESS DELUXE . . . thrifty 6-sleeper . . . twin engines to 370 hp

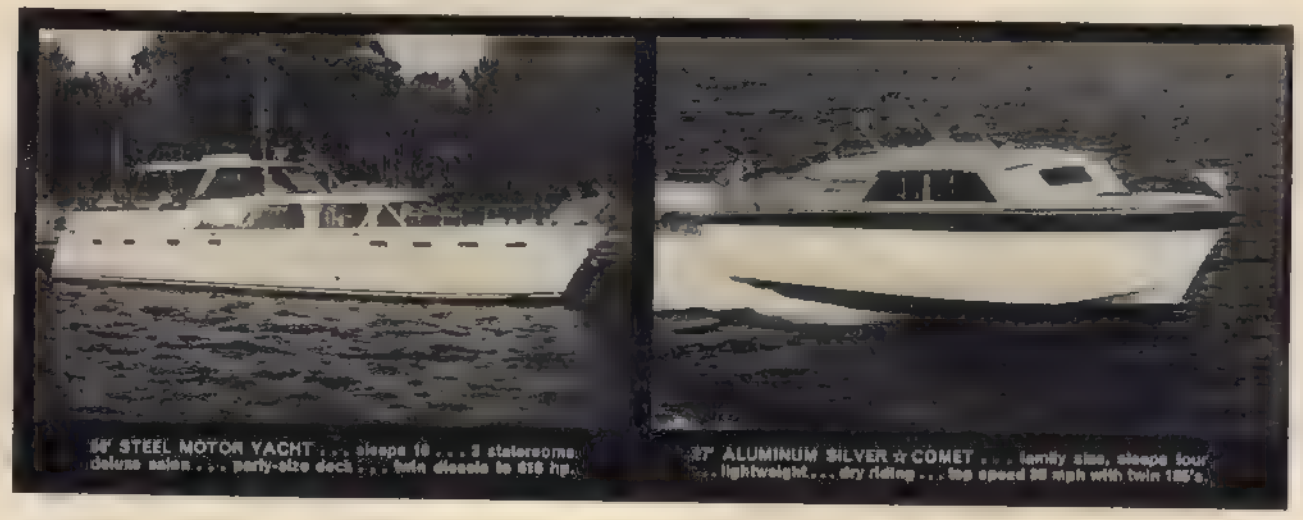
Roamer has tossed conventional styling overboard. Here's yacht design that's really new. Stiff as nautical as a knot—but bold, fresh and exciting. Not a face lifting, but beautifully new clear through. Lines are clean as a sea breeze, sleek as a Gold-Cupper. Interiors are imaginative. And for a bonus, you get the safety and wave-flattening abilities of the unique Roamer hull. Give your eyes a treat, see the new '62.

NEW Sharp Clipper Bow . . . handsomely raked and flared, makes a graceful entry into any sea

NEW Cabin Top Styling . . . soft curves and molded contours in one-piece fiberglass accent hull lines

NEW Canted Hardtop . . . of durable fiberglass is slim, slanted, and has the look of wind-swept action.

NEW Color-Keyed Interiors . . . smart color accents from carpeting to draperies expertly coordinated.



50' STEEL MOTOR YACHT . . . sleeps 10 . . . 3 staterooms . . . deluxe salon . . . party-size deck . . . twin diesels to 616 hp.

37' ALUMINUM SILVER ☆ COMET . . . family size, sleeps four . . . lightweight . . . dry riding . . . top speed 38 mph with twin 185's.

RONSON

RONSON VARAFLAME LADYLITE

Elegant lipstick-size purse lighter. Precious as a jewel. Lights for months on a single instant butane fueling. And, she can dial the flame height she prefers!

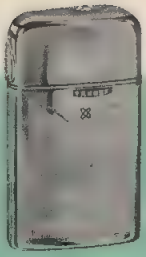
LADYLITE — Gold Plate. Engraved design.
63101/1397 **LIST $20.00** plus tax

LADYLITE same, except Chrome Plate
63104/1225 **LIST $17.50**

RONSON VARAFLAME WINDLITE

World's first windproof butane lighter! A rugged outdoor lighter with exclusive fingertip control to adjust flame height for cigarette, cigar or pipe!

VARAFLAME WINDLITE — Bright Finish, Engraved Design.
67001/696 **LIST $9.95**



VARAFLAME WINDLITE — Silver Tone, Engraved Design
67004/805 **LIST $11.50**

VARAFLAME WINDLITE - Gold Finish, Engraved Design
67001/1047 **LIST $14.95**

VARAFLAME WINDLITE — Tortoise Enamel, Engraved Design.
67010/875 **LIST $12.50**

VARAFLAME LITEGUARD — Silver-Tone, Engraved Design
62001/1047 **LIST $14.95**

VARAFLAME LITEGUARD - Gold Tone, Engraved Design
62002/1117 **LIST $15.95**

VARAFLAME LITEGUARD Gold Tone, Genuine Water Buffalo
62007/1155 **LIST $16.50**

VARAFLAME LITEGUARD — Tortoise and Black Enamel, Silver-Tone, Engraved Design
62005/1295 **LIST $18.50**

RONSON VARAFLAME LITEGUARD — World's only fully automatic windproof gas lighter! Lightweight, rugged performer . . . lights in a gale! Fuels in seconds . . . and you can dial the flame.

RONSON VARAFLAME STARFIRE—So light it almost floats in your hand! Compact, yet with all the Varaflame features. Months of lights on a single fueling. Fingertip flame height control. Handsome styles for men and women.

STARFIRE — Gold Tone, Suede Finish, Engraved Design
89003/1225 **LIST $17.50**

STARFIRE — Gold Tone, Black and Gold Enamel.
89004/1225 **LIST $17.50**

STARFIRE—Gold Tone, Genuine Water Buffalo Cover
89006/1117 **LIST $15.95**

STARFIRE — Silver Tone, Engraved Design
89001/1047 **LIST $14.95**

STARFIRE — Gold Tone, Engraved Design.
89002/1047 **LIST $14.95**

(A) Stratatone "Mars" Guitar

Improved design guitar with single pickup built into body. Tone, volume controls. Side switch allows quick change from rhythm bass emphasis to treble solo or take-off. Compare with case. Ship. wt 16 lbs.

2770MF4827—Guitar.
2770/3MF4567—3 or More.
Retail $82.50

(B) Value Leader Guitar

Reinforced slim neck. Super auditorium size. Maple body celluloid edges Walnut finish Magnetic pickup tone volume controls. Complete with 8 ft. cord. Ship wt 15 lbs F.O.B. Chicago

2771MF3597—Guitar.
2771/3MF3325—3 or More
Retail $59.95

2772MF731—Case. Ship. wt. 10 lbs.
Retail $12.50

(C) Stratatone "Mercury" Elec. Guitar

Multiple pickup circuit. Hollow cutaway tone chamber body Instantaneous changes with flick of switch Curly maple top and back Rosewood fingerboard. Natural finish Ship wt 12 lbs

2773MF8114—Guitar
2773/3MF3808—2 or More
Retail $104.50

2774MF1161—Case. Ship. wt. 9 lbs.
Retail $20.35

(D) Ultra Thin "Meteor" Electric Guitar

Ultra-slim neck with torque-lok rod, slim fingerboard, tone chamber body of spruce and Maple Double pickup tone volume controls instant changeover switch, Sunburst finish Ship wt 15 lbs

2775MF10290—Guitar.
Retail $174.50

2776MF1446—Case. Ship wt 8 lbs.
Retail $24.75

(E) Super Auditorium Elec Guitar

Arched model, hardwood construction in Brown Mahogany shaded and high lighted effects Quilted fingerboard, adjustable bridge, magnetic pickup, volume control Complete with 8 ft. cord Ship wt 16 lbs.

2777MF1516—Guitar
2777/3MF3325—2 or More.
Retail $69.00

2778MF731 -Case. Ship wt. 10 lbs
Retail $12.50

(F) Grand Auditorium Cut-Away Guitar

Full 18½" wide body with reinforced neck Spruce top curly Maple back and sides fully arched Rosewood fingerboard Shaded highly polished finish Ship wt 18 lbs

3096MF5850—Guitar.
3096/3MF5358—2 or More
Retail $180.00

3097MF772—Case. Ship wt. 10 lbs.
Retail $13.60

Mandolin with Case

Arch style, with spruce top, mahogany back and sides. Rosewood fingerboard, inlaid position markers, pick guard and adjustable bridge Accurately fretted. Ship wt. 6 lbs

2434MF3423—Mandolin w/case
2434/3MF3252—3 or More
Retail $58.50

Short Horn Bass Guitars

Same overall size as standard guitar. Bronze finish. F.O.B. Chicago

3868MF4973—4 String Bass Guitar. Ship. wt. 14 lbs.
3868/3MF4794—3 or More. Retail $85.00

2067MF753—Case for Above, Ship. wt. 10 lbs
Retail $12.85

3868MF4971—5 String Bass Guitar. Ship. wt. 14 lbs
3868/3MF4794—3 or More. Retail $85.00

3869MF753—Case for Above, Ship. wt. 10 lbs
Retail $12 85

Deluxe Stratatone "Jupiter" Elec Guitar

Double pickups, new "Blender" circuit—six controls 3-way switch volume and tone controls Practically unlimited variations of tone Curly Maple back in golden sunburst effect natural spruce top, celluloid edge inlay, richly polished Ultra-slim neck, rosewood fingerboard Torque lok reinforcing rod 7 inlaid position Adjustable bridge quality tailpiece, individual tuning studs Ship. wt 14 lbs F O B Chicago

2838MF8628—Guitar.
2838/3MF8197 2 or More
Retail $147.50

2839MF1160—Case. Ship wt 10 lbs.
Retail $15 50

Double Cutaway 3—Pickup Elec Guitar

"Ultra-slim" neck adjustable torque-lok rod 3 pickups; adjustable magnetic polepiece under each string 8 controls for infinite range of tonal effects Ultra thin arched tone chamber body Switches permit selection of any of 7 combinations of pickup heads Oralled rosewood fingerboard, has 8 inlaid position markers Gleaming polished shaded brown mahogany finish curly maple body Ship wt 14 lbs. F.O.B. Chicago

Retail

2840MF14625—Guitar.

2841MF1216—Case.
Ship wt. 10 lbs. $22.50

Double Pickup Cutaway Electric Guitar

"Ultra-thin" arched "Tone Chamber" construction "Ultra-Slim" neck, steel rod reinforced "Straight line" narrow fingerboard short scale for easy chording "smuggling" or solo work Highly responsive double pickup. 2 tone, 2 volume control 3 position switch permits playing pickups individually or both at once Hardwood body, celluloid bound edges Sunburst Mahogany Finish Ship wt 14 lbs. F.O.B Chicago

Retail

2842MF6581 -Guitar
2842/3MF6252—3 or More $112.50

2843MF848—Case
Ship wt 10 lbs $ 14.50

3-Pickup Cutaway Guitar

Three pickups Infinite variety of tonal effects 7 control—tone, volume control for each pickup—selector switch permits playing any pickup separately, or all together Ultra-thin, arched "tone chamber" construction "Ultra Slim" Neck steel rod reinforced. Hardwood body construction celluloid bound edges Sunburst Mahogany Finish Ship wt. 14 lbs F.O.B Chicago

Retail

2844MF8160—Guitar
2844/3MF7758 3 or More $129.50

2845MF848—Case
Ship wt 10 lbs $ 14.50

All Items Shipped F.O.B. Chicago or N. Y.—Unless Otherwise Indicated

(A) Super Auditorium Size Guitar

Laminated fully arched construction. Natural Walnut fingerboard. Wide celluloid bound edges. Steel reinforced neck. Shaded Walnut with Sunburst finish. Ship. wt. 15 lbs. F.O.B. Chicago Only.

Retail **$41.50**

2710/MF2396—3 or more

2720MF731—Case. Ship. wt. 10 lbs. $12.50

(B) Standard Size Guitar

Mahogany shade finish -White stripping on top edge and soundhole. Hard Maple fingerboard. Hardwood construction. Ship. wt. 13 lbs.

Retail **$24.00**

2575/MF1396—3 or more . . . . .

2640MF727—Case. Ship. wt. 9 lbs. $9.00

2576MF1494—Guitar ¾ Size. Ship wt. 13 lbs

Retail **$24.00**

2576/3MF1394—3 or more . . . . .

2647MF726—Case. Ship. wt 9 lbs. $8.50

2577MF1494—4-String Tenor Guitar. Ship. wt. 13 lbs

Retail **$24.00**

2577/3MF1394—3 or more

2648MF727—Case. Ship. wt 9 lbs. $9.00

(C) Auditorium Arched Guitar

Sturdy Maple body. Orailed fingerboard, celluloid fguardplate on bracket. Adjustable bridge. Black polished finish with Red-dish highlights. Ship. wt. 15 lbs

Retail **$47.50**

2561MF2776—Guitar.

2561/3MF2686—3 or more . . . . .

2638MF731—Case. Ship wt. 10 lbs $12.50

(D) Auditorium Model Guitar

Arched top and back. Birch with F-holes in Brown Mahogany shaded finish. Maple fingerboard. Guardplate on bracer, adjustable bridge. Ship wt. 15 lbs

Retail **$36.00**

2571MF3100—Guitar

2571/3MF2901—3 or more . . . . .

2649MF731—Case. Ship wt. 10 lbs $12.50

(E) Big Value Leader Guitar

Hand polished shaded Walnut finish. Spruce top, laminated Maple back and sides. Celluloid bound Rosewood fingerboard. Adjustable bridge. Super auditorium size, arched top and back. Ship. wt. 15 lbs. F.O.B. Chicago Only

Retail **$52.00**

2731MF3042—Guitar.

2731/3MF2890—3 or more. . . . . .

2732MF731—Case. Ship. wt. 10 lbs.. . . .$12.50

(F) "Sovereign" Guitar

Deep bass, treble tones built in. Mahogany back and sides. Spruce top. "Slim-Line Neck" Rosewood fingerboard. Ship. wt. 15 lbs

Retail **$72.50**

2768MF4242—Guitar.

2768/3MF4636—3 or more. . . . . .

2769MF836—Case. Ship. wt. 10 lbs. $14.50

(G) Professional Model Guitar

Maple back—Spruce top—"Slim-Line Neck." Rosewood fingerboard. Sunburst polished finish. Ship wt. 15 lbs

Retail **$75.00**

2625MF4388—Guitar.

2625/3MF4469 3 or more . . . . . .

2626MF772—Case. Ship wt. 10 lbs $13.20

2767MF 4363—Guitar. Blonde Finish.

Retail **$78.00**

2727/3MF4335—3 or more . . . . . .

2728MF772—Case. Ship. wt. 10 lbs $13.20

(H) "Plains" Guitar

Auditorium size with Spruce top, Laminated Mahogany back and sides. Celluloid bound inner edges and sound hole. Natural finish. Ship wt. 13 lbs F.O.B. Chicago Only.

Retail **$42.00**

2723MF2437—Guitar

2723/3MF4334—3 or more . . . . . .

2724MF837—Case. Ship. wt. 9 lbs. $10.80

Baritone Uke

Of finest seasoned Mahogany Brazilian Rosewood fingerboard. Sturdy nylon strings. Length of scale 19¼". Overall length of instrument 28¾". Retail

3085/MF2811—Uke.

3085/3MF3195—

3 or more. $39.50

3085MF484—Case. . . . 8.25

Std. Size Uke

Beautiful Mahogany finish and Rosewood color polystyrene fingerboard. Nylon strings. Retail

2731MF824—Uke.

2731/3MF498—

3 or more. $8.95

2732MF808—

Case. 5.95

Ukulele

Std size uke of genuine imported Mahogany Nonslip tuning pegs, sturdy nylon strings. Brown Mahogany Eggshell Lacquer finish. Retail

2733MF819—Uke.

2733/3MF778—

3 or more. $13.95

2734MF808—Case. . . . 5.25

Deluxe Uke

Deluxe quality materials and workmanship. Constructed of genuine Mahogany and given a Lustrous Satin finish. F.O.B. Chicago Only. Retail

2735MF1491—Uke.

2735/3MF1416

3 or more $25.50

2736MF736—

Case. 5.25

Quality Baritone Uke

Constructed of genuine Mahogany with Lustrous Satin finish. Fine tone. Comparable to any uke in this price range. F.O.B. Chicago Only.

Retail

2747MF4519—Uke.

2747/3MF3335—

3 or more. $60.00

2738MF484—Case . . . 8.25

(J) Deluxe Banjos

Curly Maple resonator—White celluloid binding 16 nickel plated brackets. Maple neck, calfskin head. Shaded Brown finish with Sunburst. F.O.B. Chicago Only.

2685MF4402—4-String Tenor Banjo w/case. Retail $75.95

2695/3MF4482—3 or More.

2695MF4475—3 String Tenor Banjo w/case. Retail $75.95

2696MF4251—3 or More. $78.95

Shipping Wt. on All Ukuleles with Cases Approx. 8 lbs.

All Items Shipped F.O.B. Chicago or N. Y.—Unless Otherwise Indicated

STRUCTO *LIVE-ACTION* TOYS ARE ALL NEW FOR '62!

More realism, more features...

NO. 203 CAMPER
Latest trend in vacation travel. Tough camper body mounted on all-steel Rampside Pick-up for "camping" pleasure. Has side door. Popularly priced for volume sales.

NO. 916 PAVING DEPARTMENT SET
A super-deluxe 6-piece set for the young contractor. Includes Ready-Mix Concrete Truck, Deluxe Dump Truck, Hi-Lift Bulldozer with Flat Trailer, Road Grader and Sand Hopper. Packaged in attractive, colorful display carton.

No. 916 PAVING DEPARTMENT SET

Child-Conditioned!

SEE THE COMPLETE NEW STRUCTO LINE

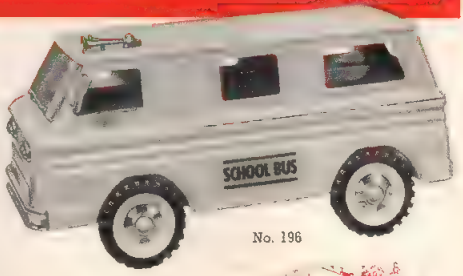
ROOMS 412, 414, 416, 200 Fifth Ave.	ARCADE 102, 200 Fifth Ave.	GRAND BALLROOM, HOTEL NEW YORKER

STRUCTO GIVES YOU MORE THAN EVER BEFORE!

more sales appeal!

NO. 196 SCHOOL BUS
Resembles real school bus. Has all-steel body, white sidewall tires, wind shield with wipers, side view mirrors and air horns. Brand new item for fast sales. Color Yellow

NO. 904 *NATIONWIDE* TRAILER SET
"Nationwide" set has new Pick-up Truck with camper top. Includes closed and open trailers with "Nationwide" decals on sides. White sidewall tires. Popularly priced. Attractively packaged in colorful display carton



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Made to last a childtime of play!

Write Dept. TN.

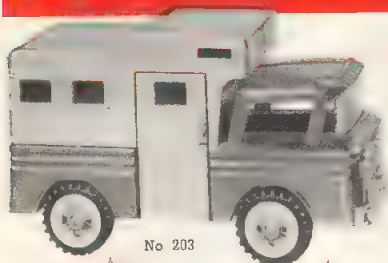
Steel Strong... Steel Sturdy

STRUCTO MANUFACTURING COMPANY

General Offices and Factory • Freeport, Illinois

Sales and Display Rooms (in addition to New York) Chicago, Room 1442 Merchandise Mart, Memphis Room 507 M and M Building, Marietta, Georgia, 30 Alexander St., Dallas, Room 1744, Dallas Trade Mart, Denver, 1154 Elati Street, San Francisco, 68 Second St., Toronto, (Canada), Part of Federal B

STRUCTO *LIVE-ACTION* TOYS ARE ALL NEW FOR '62!



More realism, more features...

NO. 203 CAMPER
Latest trend in vacation travel. Tough camper body mounted on all-steel Rampside Pick-up for "camping" pleasure. Has side door Popularly priced for volume sales.

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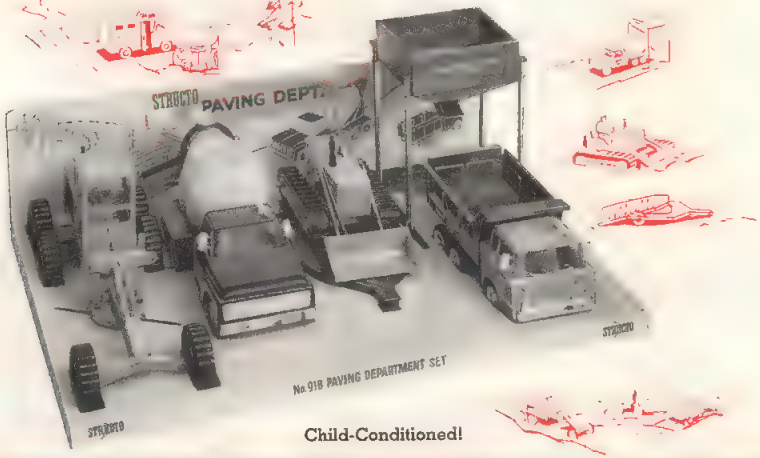

No. 916 PAVING DEPARTMENT SET

Child-Conditioned!

SEE THE COMPLETE NEW STRUCTO LINE

ROOMS 412, 414, 416, 200 Fifth Ave.

ARCADE 102, 200 Fifth Ave.

GRAND BALLROOM, HOTEL NEW YORKER

STRUCTO GIVES YOU MORE THAN EVER BEFORE!

more sales appeal!

NO. 196 SCHOOL BUS
Resembles real school bus. Has all steel body, white sidewall tires, wind shield with wipers, side-view mirrors and car horns. Brand new item for fast sales. Color: Yellow

NO. 904 *NATIONWIDE* TRAILER SET
"Nationwide" set has new Pick-up Truck with camper top. Includes closed and open trailers with "Nationwide" decals on sides White sidewall tires. Popularly priced. Attractively packaged in colorful display carton

No 196

Made to last a childtime of play!

No. 904 *Nationwide* TRAILER RENTAL SET

Write Dept. PT

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STRUCTO MANUFACTURING COMPANY

General Offices and Factory • Freeport, Illinois

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Bay Dallas Room 1044 Dallas Parade Mart, Denver, 1144 Elliot Street, San Francisco, 55 Second St., Toronto (Canada), Room at Pedwell St

Brentwood

a Symbol of Fine Quality

TWA

BRENTWOOD "MAJESTY"

Pay As Low As **9.97**

Charcoal Gray

Paste Blue Tropical Tan Jet Gray Ivory

BRENTWOOD "ELEGANCE"

Pay As Low As **16.97**

Horizon Blue

Another Fine SAMSONITE Product

GMC 331

Talking Characters from

CARTOON LAND

With voices and phrases the whole family will recognize and enjoy!

Plush Toys with Personality Plus

A MATTEL'S TALKING BUGS BUNNY
"What's up doc?" Why it's that carrot-happy Bugs Bunny! So huggable in fluff-plush with vinyl face and hands. Pull the magic ring and his familiar-sounding voice wise-cracks 11 sayings. 26½ in.
83-0299 A—Shpg. wt. 2½ lbs.....Pay Only 8.17

Similar, but non-talking. Has vinyl face, plush body and hands. Stands 19 in. high.
83-0356 A—Shpg. wt. 1½ lbs.....Pay Only 4.17

B MATTEL'S TALKING CASPER THE GHOST
His name is Casper—and he's the friendliest ghost you ever saw! He's a famous TV, movie, and comic-book character and he says 11 ghostly phrases at random. Just pull the ring and listen! Made of soft terry-cloth with plastic face. 15 in. tall.
82-0068 A—Shpg. wt. 2 lbs.....Pay Only 5.77

C MATTEL'S MATTY THE TALKING BOY
Lovable host of Matty's funnies! Says 11 phrases at random when you pull the magic ring. Has soft body with plastic face, orange wig. Wears removable felt crown, pants, shoes, shirt. 17 in. tall.
82-0076 A—Shpg. wt. 2 lbs.....Pay Only 6.63

D MATTEL'S SISTER BELLE TALKING DOLL
Right from Matty's funnies! She's a "little girl" cartoon character with soft fabric body, plastic face. Pull the magic ring and she says 11 phrases. Long yellow yarn wig with red bow. Removable striped pinafore over sewn-on blouse and tights, black shoes. Measures 17 in. high.
82-0084 A—Shpg. wt. 2 lbs.....Pay Only 6.63

E POPEYE THE TALKING SAILOR MAN
It's Popeye the sailor man who says 11 familiar phrases at random! Just pull the ring and listen. Made of cotton with soft vinyl head and arms—wears a striped shirt, sailor pants, sailor hat and "smokes" his famous pipe. 21 in. high.
82-2346 A—Shpg. wt. 2½ lbs.....Pay Only 9.47

G H THE COLONEL AND CALVIN
Two humorous characters that sound like TV's "Calvin and the Colonel" characters. Pull the ring and hear each "talk" 11 phrases. Made of furry plush with plastic heads and removable felt jackets.

[G] Colonel Claxton. 16½ in. tall.
82-2296 A—Talking. 2½ lbs.....Pay Only 6.47
82-2304 A—Non-talking. 1½ lbs.....Pay Only 3.37

[H] Calvin Birdseye. 16½ in. tall.
82-2262 A—Talking. Wt. 2½ lbs.....Pay Only 6.47
82-2288 A—Non-talking. Wt. 1½ lbs.....Only 3.37

J MATTEL'S TALKING BEANY BOY
You never know what he'll say next! It might be "I'm Beany Boy," "Help! Save me" or nine other phrases. Just pull the magic ring and find out. He's a rag doll with twill shirt, corduroy coveralls, and an official "Beany-Copter." 17½ in. tall.
82-2239 A—Shpg. wt. 3 lbs.....Pay Only 6.63

Similar, but non-talking Beany. Wears twill coveralls and T-shirt. 16 in. tall.
82-2247 A—Shpg. wt. 2½ lbs.....Pay Only 4.17

K MATTEL'S CECIL SEASICK SEA SERPENT
A lovable monster from the deep seas who talks when you pull the magic ring. Says 11 different phrases at random from his TV show. Made of green fluff-plush—movable eyes. 44 in. long. 18 in. tall.
83-0422W—Shpg. wt. 4½ lbs.....Pay Only 9.23

L PINOCCHIO THE TALKING BOY
A Walt Disney character that's a favorite of both the young and old! Just pull the ring and he says 11 different phrases at random. Made of huggable plush with vinyl head. Measures 17 in. high.
82-2312A—Shpg. wt. 2½ lbs.....Pay Only 9.47

M DONALD DUCK TALKING DOLL
A Disneyland favorite—famous for his movie and TV appearances! Ready to charm his way into your heart when you pull the ring and hear his characteristic voice in 11 different phrases. Furry plush, a vinyl face—wears a sailor hat. 15 in.
82-2320 A—Shpg. wt. 2½ lbs.....Pay Only 9.47

N MICKEY MOUSE TALKING DOLL
So appealing—he's a famous Walt Disney character that says 11 different phrases when you pull the ring. So cuddly with his plush body, vinyl face, and big felt ears. Stands 17 in. high.
82-2338 A—Shpg. wt. 2½ lbs.....Pay Only 9.47

CECIL DISGUISE KIT
15 different changes
Pay Only 5.33

MATTEL'S CECIL WITH A COMPLETE DISGUISE KIT FOR PLAYTIME FUN
A real quick-change artist, Cecil the seasick sea serpent is ready to step into children's lives in a variety of disguises. He's made of bright green plush and has movable eyes. He has many roles to play and can disguise himself as a bandit, pirate, lion, sheriff, hula dancer, and many others. He sits by himself and can be shaped in various positions. Comes complete with 15 disguise parts that include a cape, hats, hula skirt, mustaches, glasses, badge—even a lion's mane. 24 in. long.
83-0570 A—Kit. Wt. 1½ lbs..Pay Only 5.33
83-0760 A—Cecil only. ½ lb..Pay Only 2.77

A TV AND MOVIE FAVORITE!

CASPER THE LAUGHING GHOST
A TV and movie personality that will make you laugh until you cry—for more! Just turn the handle in his back and listen to Casper laugh. Made of white plush with felt eyes, eyebrows, mouth
82-2353A—Shpg. wt. 2 lbs....Only 3.88

LAUREL AND HARDY
Pay Only
4.88
Each

LAUREL AND HARDY DOLLS
Two famous movie and TV characters that feature change-o-faces! Children can re-design their entire faces just by sticking the Velcro pieces anywhere they want. Stuffed with soft lightweight cotton. Wts. 1, 1½ lbs.
83-0232 A—Laurel. 21 in.....Only 4.88
83-0265 A—Hardy. 18½ in.....Only 4.88

With movable facial features and plastic nose so you can change their expressions

Excitingly different, creative...

TOYS

The Fast Selling

ORIGINAL

TINKERTOY

Line for 1962

NEW! TINKER ZOO

Lead your sales parade with Tinker Zoo! Even a three year old can build all sorts of fantastic creatures.

Flexible plastic shapes act as connectors and give colorful form to models. Wood and polyethylene parts are colorsafe. Here is the toy that sells on sight. Two canister models and a special rack set. Ready for immediate delivery.

NEW! ELECTRIC MOTOR TINKERTOY

Your customers demanded it . . . so here it is. A giant size Tinkertoy with its own specially designed American made motor. A.C. current, no transformer needed, UL Approved.

ORIGINAL TINKERTOY

The world's favorite all-wood construction toy recognized as the volume sales leader. The demand is bigger than ever . . . and timely with new models of Space Age construction. In 8 sizes priced 59c up.

PANEL BUILDER

For advanced model builders, the increasingly popular Panel Builder has perforated hard board panels combined with regular Tinkertoy parts. In two big sizes priced $5.00 up.

CURTAIN WALL BUILDER

Precision steel construction toy builds true HO scale models for young architects and railroaders. Has great appeal to all ages. In five sizes priced $2.00 up.

FAST SELLING RACK ITEMS BY TINKERTOY

Five popular rack items for self-service, easy selection and fast sale. Line contains Tinkertoy and Tinker Zoo sets in rack packaging . . . also Tinkerbeads and Tinkerstack.

PRE-SCHOOL STACKING AND PULL TOYS

Colorful wood stacking dolls, rolling blocks and take-apart trains in three sizes.

TINKERTOWN TRAINS

Complete promotional program including jobber and dealer help . . . point of purchase displays, models, electrotypes, proofs, mats, offset art and catalog sheets.

NEW YORK SHOW

Be sure to see the Tinkertoy Display in Room No. 454, 200 Fifth Avenue Building.

THE TOY TINKERS
EVANSTON, ILLINOIS

DIVISION OF *A. G. Spalding & Bros., Inc.*

GM Sportsman

WESTINGHOUSE
A 20.76

ADMIRAL
B 31.83

PHILCO
C 38.97

PHILCO
D 49.97

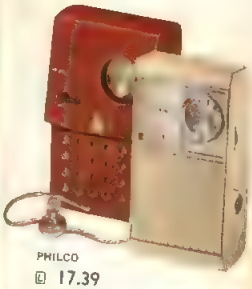
GENERAL ELECTR C
E 57.62

G 12.88

H 14.88

J 17.77

K 22.66



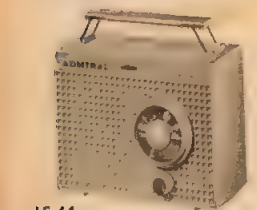
PHILCO
L 17.39

ADMIRAL
M 19.94

WESTINGHOUSE
N 22.86

PHILCO
P 28.49

TRANSISTOR RADIOS—GO WHERE YOU GO!



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NEW ADMIRAL 6-TRANSISTOR PORTABLE

• **Plays up to 250 hours on one battery!**

Powerful carry-about portable! Built-in ferroscope antenna, 3½-in. Alnico V speaker. Convenient fingertip tuning—AM band 535 to 1620 kc. Six transistors plus two diodes. Built-in "disappearing" handle folds flat. White non-breakable plastic case—5¼ x 7¼ x 2⅜ in. Order battery below. Wt. 2 lbs.

32-1125 V—Radio .....Pay Only 15.44
35-0488 V—9-volt mercury battery.....1.44

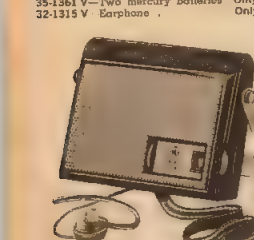
32.66

NEW G-E 8-TRANSISTOR PORTABLE

• **Rough and tough—designed to take knocks!**

Molded case houses powerful 3½-in. dynamic Alnico V speaker, built-in ferrite-rod antenna. Precision vernier tuning. AM band 540 to 1600 kc. Eight transistors plus diode. Earphone jack. Plays up to 100 hours on four penlite batteries —order long-life mercury batteries below. High-impact brown case, black grill, 6⅜ x 4⅛ x 1⅞ in. With carrying harness, strap. Wt. 3 lbs. No down payment.

32-0845 V—Radio and extras Only 32.66
35-1361 V—Two mercury batteries Only 1.14
32-1315 V Earphone . Only 2.17



24.97

G-E 7-TRANSISTOR POCKET RADIO

• **Carrying handle doubles as easel stand!**

Custom-designed 2-in. speaker! Built-in ferrite rod antenna. AM band 540 to 1600 kc. Vernier tuning. Seven transistors, one diode. Earphone jack. Plays up to 100 hours on one battery (incl.)—order extra below. High-impact black plastic case, silvery grill. 3⅝ x 4⅜ x 1⅛ in. With earphone, carrying strap. 1½ lbs No down payment.

32-0226 V—Radio and extras...Only 24.97
35-0611 V—Mercury battery .....Only 1.29

A WESTINGHOUSE 6-TRANSISTOR RADIO

• **Big-set performance at a budget price!**

Compact portable! Built-in ferrocore antenna. Full-range 4-in. Alnico V speaker. Automatic volume control. "Tune-Easy" dial—AM band 540 to 1600 kc. Power-preserver chassis with six transistors plus diode. Plays up to 100 hours on four "C" batteries (included)—order extras below. Charcoal and white shatterproof plastic case. Measures 7⅞ x 2⅝ x 6¼ in. With leather carrying case. Wt. 3 lbs.

32-3808 A—Radio and extras ....Only 20.76
35-1288 A—Six batteries .....Pay Only 87c

B ADMIRAL 7-TRANSISTOR PORTABLE

• **Fine style matched by mighty performance!**

Extra-large 5 x 3 in. Alnico speaker for clear, rich tone! Automatic volume control. New rod-type built-in ferrite-bar antenna has tremendous signal-pulling power AM band 535 to 1620 kc. Precision vernier tuning. Seven transistors and three diodes. Plays up to 600 hours on six "C" batteries—order below. Tan leatherette case. Measures 5½ x 8 x 3¼ in. **No down payment—see page 789 for details.**

32-1042 A—Radio. Wt. 4½ lbs....Only 31.83
35-1288 A—Six batteries .....Pay Only 87c

C PHILCO 8-TRANSISTOR PORTABLE

• **Separate volume control—set and forget!**

Sliding cover on tuning dial—when dial is visible, set is on. Features provision for external antenna to insure full reception in protected areas. Extra-sensitive Magnecor ferrite-rod antenna! 3½-in. Alnico V speaker. AM band 540 to 1600 kc. Extra-sensitive vernier tuning. Eight transistors plus diode. Earphone jack—order earphone below. Plays up to 350 hours on two "D" batteries—order below. Black case with chrome trim, metal grill. 8¼ x 2⅝ x 6½ in. **No down payment—see page 789.**

32-0952 V—Radio. Wt. 4 lbs.....Only 38.97
35-1254 A—Six batteries .....Pay Only 87c
32-1323 V—Earphone .....Pay Only 2.17

D PHILCO 9-TRANSISTOR RADIO

• **Power-Boost brings in distant stations!**

Built-in magnecor antenna plus provision for external antenna. 4-in speaker. AM band from 540 to 1600 kc. Slide rule dial and precision vernier tuning. Separate tone control. Plays up to 400 hours on four "D" batteries—order below. Black leather case—8¼ x 10½ x 3⅝ in. **No down payment—see page 789.**

32-1547 A—Radio. Wt. 6 lbs.....Only 49.97
35-1254 A—Six batteries .....Pay Only 87c

E G-E 8-TRANSISTOR PORTABLE

• **Specially designed for fallout shelters!**

G-E's finest! Extra-large 9½-in. ferrite-rod antenna. 5¼-in. speaker—extra-heavy Alnico V permanent magnet. Continuous bass-treble control. Precision vernier slide rule tuning push-button dial light. AM band from 540 to 1600 kc. Eight transistors plus diode. Plays to 500 hours on six "D" batteries—order below. Ginger and chrome luggage-type case—10⅞ x 4¼ x 8¼ in. **No down payment—see page 789.**

32-1232 W—Radio. Wt. 11 lbs....Only 57.62
35-1254 A—Six batteries .....Pay Only 87c

G GM SPORTSMAN 6-TRANSISTOR RADIO

• **Mite-sized—amazing sound and power!**

Smallest 6-transistor radio ever! Amazing size, sound, power. Built-in ferrite-rod antenna, 2-in. full tone speaker AM band from 530 to 1600 kc. Earphone jack. Plays up to 150 hours on one 9-volt battery—order below. Unbreakable ivory plastic case, golden trim. 2¼ x 3⅞ x 2⅞ in. With leather case, earphone with case. Imported from Japan. Wt. 1 lb.

32-0119 V—Radio and extras.....Only 12.88
35-0603 V—Mercury battery.....Pay Only 1.33

All radios sold on this page have Civil Defense markings

H GM SPORTSMAN 6-TRANSISTOR RADIO

• **Shirt-pocket radio—big-set performance!**

2¼-in. dynamic speaker! Ferrite-rod antenna. AM band from 535 to 1605 kc. Earphone jack for private listening. Six transistors plus varistor and diode. Operates up to 300 hours on three penlite batteries—order below. Beige plastic case—4⅛ x 2¾ x 1⅜ in. Leather carrying case, earphone, and earphone case. Imported from Japan. Shpg wt. 1½ lbs.

32-0002 A—Radio and extras.....Only 14.88
35-1361 V—Two mercury batteries. .Only 1.14

I GM SPORTSMAN 8-TRANSISTOR RADIO

• **It's small in size, big in performance!**

Powerful 2¼-in. PM dynamic speaker gives rich tone. Built-in ferrite-rod antenna. AM band from 535 to 1605 kc. Earphone jack. Eight transistors plus diode and thermistor. Operates up to 100 hours on one 9-volt battery—order below Black plastic case, chrome trim—4¼ x 2¾ x 1⅛ in. With leather case and earphone. Imported from Japan Wt. 1 lb.

32-1158 V—Radio and extras.....Only 17.77
35-0645 V—Battery .....Pay Only 55c

J GM SPORTSMAN 7-TRANSISTOR RADIO

• **Handsomely styled, precision engineered!**

Compact, lightweight—gives full power performance anywhere! Built-in ferrite-rod antenna. Big 4-in. speaker produces rich tone even in "difficult" reception areas. AM band 540 to 1600 kc. Earphone jack for private listening Seven transistors plus diode. Plays hundreds of hours on six "C" batteries—order below. Tan cowhide case measures 7¼ x 3¼ x 5 in. With earphone. Imported from Japan. Wt. 4½ lbs. **No down payment—see page 789.**

32 0135 A—Radio and extras.....Only 22.66
35-1288 A—Six batteries.....Pay Only 87c

K PHILCO 6-TRANSISTOR RADIO

• **Tiny pocket-size radio with a big voice!**

Exclusive "Power Boost" brings in distant stations Battery-saver indicator warns when set is turned on. Large 2-in. Alnico V speaker—earphone jack for private listening. Precision vernier tuning. Six transistors plus diode Uses two penlite batteries (included)—order long-life mercury extras below. Ivory plastic case measures 4⅜ x 2⅛ x 1¼ in. With carrying case, earphone. Wt 1 lb

32-0929 V—Radio and extras.....Only 17.39
35-1361 V—Two mercury batteries. ..Only 1.14

M ADMIRAL "STARFIRE" 8-TRANSISTOR

• **Rugged, reliable pocket-size transistor!**

Exclusive "Ultra-Power" audio circuit for fuller tone quality sensitive ferroscope antenna, 2-in Alnico V speaker. AM band from 535 to 1620 kc Six transistors plus two diodes. Earphone jack. Plays up to 100 hours on one 9-volt battery (included)—order long-life mercury replacements below. Cinnamon-and-gold case -- 3½ x 2½ x 1 in. With leather case, earphone, wrist strap. Wt. 1 lb.

32-0994 V—Radio and extras.....Only 19.94
35-0280 V—Mercury battery.....Pay Only 97c

N WESTINGHOUSE 7-TRANSISTOR

• **Magnified tuning dial—easy to read!**

Small in size, yet powerful in performance! Built-in ferrocore antenna. Full-tone 2-in. speaker. Vernier tuning. AM band 540 to 1600 kc. Earphone jack. Seven transistors plus diode. Plays up to 75 hours on two penlite batteries (included) —order long-life mercury replacements below. Black-and-gold shatterproof plastic case—2½ x 1½ x 4¼ in With carrying case, earphone, earphone case. Wt. 4 lbs. **No down payment—see page 789.**

32-0820 V—Radio and extras.....Only 22.86
35-1361 V Two mercury batteries.....Only 1.14

P PHILCO 8-TRANSISTOR RADIO

• **The look and feel of a fine camera!**

Super-sensitive antenna pulls in distant stations Dual speaker ports and 2¾-in. round speaker give room-filling sound. Vernier tuning, double slide-rule dial. Eight transistors—"Power-Boost" assures more output and longer battery life on two penlite batteries (included)—order long-life mercury replacements below. Brack-resistant black case—3⅝ x 5½ x 1½ in. Carrying case, earphone 1 lb. **No down payment.**

32-1513 V—Radio and extras. ...Only 28.49
35-1361 V—Two mercury batteries....Only 1.14

THREE TRANSYS ARE WORKING FOR YOU!

The most complete line in the industry... top quality toys and games and furniture... nationally promoted for top sales!

Talk about TV! This year Transy's got 3 hot promotional items and 200 stations behind them! Top children's network shows—saturation spot campaign—special 60 and 90 minute TV spectaculars!

Transy's full color ads in Life, Look, Reader's Digest, Good Housekeeping and Parent's... selling games that are interesting, educational, fun for the whole family!

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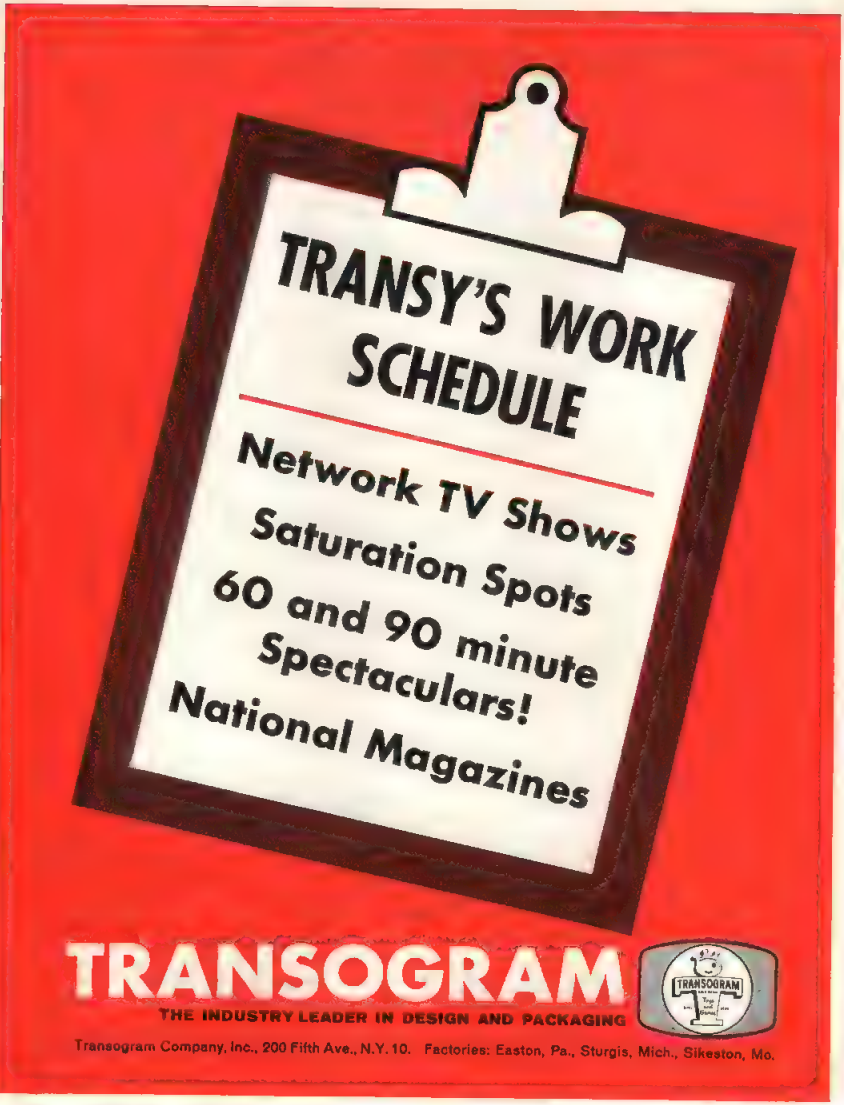

TRANSY'S WORK SCHEDULE
Network TV Shows
Saturation Spots
60 and 90 minute Spectaculars!
National Magazines
TRANSOGRAM
THE INDUSTRY LEADER IN DESIGN AND PACKAGING
Transogram Company, Inc., 200 Fifth Ave., N.Y. 10. Factories: Easton, Pa., Sturgis, Mich., Sikeston, Mo.

Van Dell

NECKLACE AND EARRING ENSEMBLES

CULTURED PEARLS

(A) 2130J1 ..... **$32.50**
Cultured pearl cluster pendant with matching earrings. Choker length 1/20-12k yellow gold filled Florentine finish leaves.

CULTURED PEARLS

(B) 2130J2 ..... **$27.00**
Sterling silver choker necklace with matching earrings. Florentine finish leaves with cultured pearl ornaments.

HAND CARVED IVORY

(C) 2130J3 ..... **$16.00**
Genuine hand carved ivory rose bud earrings with a matching 18-inch necklace 1/20-12k yellow gold filled

BLACK ONYX

(D) 2130J4 ..... **$16.00**
Sterling silver 18-inch pendant necklace with matching earrings. Florentine filigree with genuine black onyx in full bezel settings

BLACK ONYX

(E) 2130J5 ..... **$25.00**
Twisted wire edge choker length necklace and matching earrings with full bezel set real black onyx. 1/20-12k yellow gold filled

YELLOW GOLD FILLED

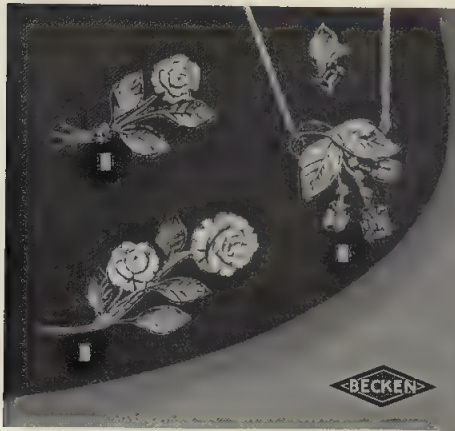
(F) 2130J6 ..... **$20.50**
Raised Florentine finish leaves on a polished background Choker necklace and matching earrings are 1/20-12k yellow gold filled

SIMULATED GARNETS

(G) 2130J7 ..... **$20.50**
Sparkling simulated garnets in a choker length necklace and matching earrings. Florentine finish leaves 1/20-12k yellow gold filled.

SIMULATED AMETHYSTS

(H) 2130J8 ..... **$23.00**
Sterling silver necklace in a choker length. Bright polished finish. Simulated amethyst stone settings



Van Dell

NECKLACE AND PIN ENSEMBLES

GENUINE IVORY

(A) 2131J1 ..... **$8.25**
Genuine ivory rose bud pin with two tone leaves. 1/20-12k yellow gold filled

SMOKE CRYSTAL

(B) 2131J2 ..... **$18.00**
Contrasting white and smoke color simulated crystal set sterling silver pendant necklace and matching earrings. Bright and satin finish leaves

GENUINE IVORY

(C) 2131J3 ..... **$11.00**
Hand carved genuine ivory rose buds with contrasting two tone bright and satin finish leaves 1/20-12k yellow gold filled.

CULTURED PEARLS

(D) 2131J4 ..... **$32.50**
A 15-inch choker necklace with five lustrous cultured pearls and matching earrings. 1/20-12k yellow gold filled

BLACK AND WHITE CAMEOS

(E) 2131J5 ..... **$21.50**
Full bezel set black and white cameos set in a 15-inch pendant with matching earrings. 1/20-12k yellow gold filled

SHELL CAMEOS

(F) 2131J6 ..... **$19.50**
Hand carved genuine shell cameo 18-inch pendant necklace and matching earrings. 1/20-12k yellow gold filled.

SYNTHETIC AQUAMARINES

(G) 2131J7 ..... **$16.00**
Sterling silver, Florentine finish pendant necklace with matching earrings. Sparkling synthetic aquamarines.

BLACK ONYX AND CRYSTAL

(H) 2131J8 ..... **$17.25**
A sterling silver 18-inch pendant necklace and matching earrings with contrasting real black onyx and baguette shape simulated crystals.

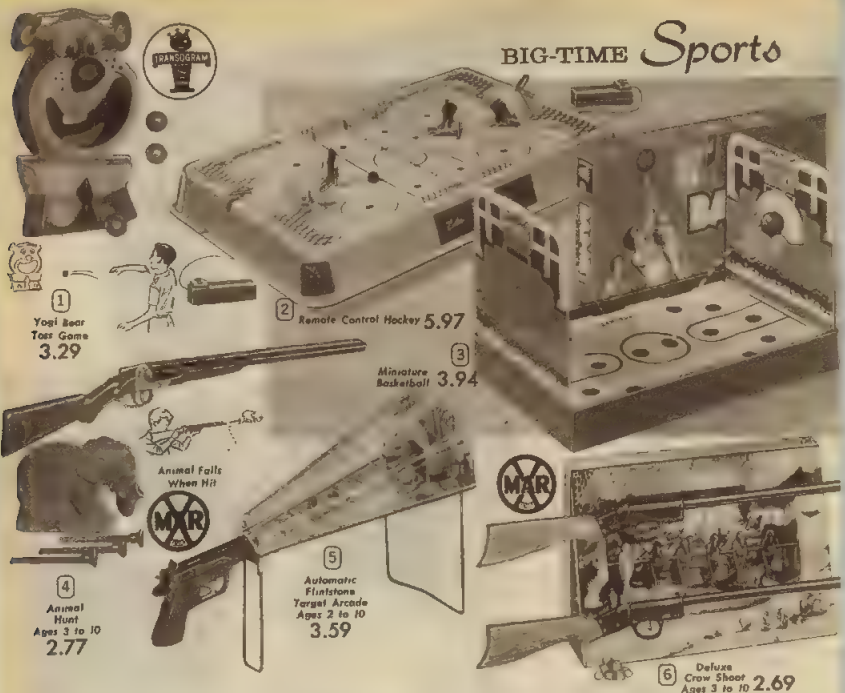
SIMULATED TOPAZ

(J) 2131J9 ..... **$15.00**
Dark color simulated topaz and tiny simulated green spinels 18-inch pendant necklace and matching earrings. 1/20-12k yellow gold filled

SMOKED CRYSTAL

(K) 2131J10 ..... **$12.50**
Sterling silver 18-inch pendant necklace and matching earrings. Smoke color simulated crystal. Polished leaves

BIG-TIME *Sports*



1 Yogi Bear Toss Game 3.29

2 Remote Control Hockey 5.97

3 Miniature Basketball 3.94

4 Animal Hunt Ages 3 to 10 2.77

Animal Falls When Hit

5 Automatic Flintstone Target Arcade Ages 2 to 10 3.59

6 Deluxe Crow Shoot Ages 3 to 10 2.69

1 YOGI BEAR TOSS GAME. Throw ball into Yogi's mouth. Score - A - Matic automatically registers score. Automatic ball return. Set incl. asst. color plastic balls. Hangs on wall, too.
35 Y 6714—Ship. wt. 2 lb. 10 oz.. 3.29

2 PLAY ICE HOCKEY! Push-button electric hockey game—2 remote control players. Plastic. Uses 4 "D" batteries (not incl.). About 5x20x30-in.
E35 Y 6788E Ship. wt. 9 lb.....5.97
34 Y 6490–"D" batt. Wt. 1 lb. 4 for 65c

3 PLAY FAST MOVING BASKETBALL! Young "Cagers" learn timing and coordination. Mechanical levers shoot from any position on court. Sturdy construction. Court is 20x12-inches.
35 Y 6717 Ship. wt. 4 lb..... 3.94

4 MECHANICAL ANIMAL HUNTING. Animal runs into range; hit it—it falls over! Key-wind motor runs 9-in. plastic animal. Double-barrel shotgun loads 2 rubber suction-cup darts. Ass't animals.
35 Y 6721E—Ship. wt. 4 lb.....2.77

5 AUTOMATIC FLINTSTONE Target Arcade. "Sharpshooters" shoot animals off revolving wheel. Attached pistol, metal balls. Key wind revolves animals on Dinosaur Cave.
35 Y 6789—Ship. wt. 2 lb. 10 oz...3.59

6 DELUXE CROW SHOOT brings safe fun to Jr. sportsmen! 8 plastic crows sit on wire fence; shoot—they spin and fall. Box converts to shooting gallery. 20 corks, two 21-in. guns.
35 Y 6719—Ship. wt. 2 lb. 10 oz...2.69

RIGHT: *Sure-Shootin' Fun-Timers For All Ages*

7 OFFICIAL Electric Football. All the thrills of football — electrically operated game makes you a player, not a spectator! 21x36x11-in. Player designs positions; football is magnetic. Incl. cord, plug. U.L. apprv. Mail/Exp.
E35Y6726E -Wt. 15 lb. 12.98

8 NATIONAL LEAGUE Electric Ice Hockey. Goal light flashes when puck goes in net. Players whirl, pass "puck". Scoreboard pivots. Abt. 36x18x3½-in. Uses 2 "D" batteries (not incl See #2 order.) Mail./Exp.
E35Y6784E—Wt. 14 lb 9.88

9 PUSH-BUTTON BASEBALL —has mechanical pitcher and magnetic ball—just push button — ball curves inside and out. Fast balls and slow balls! You're able to field ground balls, too. Size: 18⅞x18⅞x6¼-in. Order now!
35 Y 6725E Wt. 7 lb...5.98

10 ELECTRIC FOOTBALL — play real professional game with magnetic football! Play on 15¼x28½x2½-inch field. Game has blocking, kicking, tackling excitement of the real thing! Score card, too. U.L. app. Order early!
35 Y 6727E—Wt. 7 lb...5.88

11 OUTSTANDING GIFT BUY — Beany & Ceal 3-in-1 game set. Play skill ball (metal playing board), Bean Bag (Beany's cap twirls), and Ring Toss (5 poly rings). Lovable T.V. character games delight all. Mailable.
35 Y 6796E -Wt. 8 lb...3.97

12 ELDON MOTHER HEN target game–get a direct hit and target releases an egg into the basket. Extra-large full color target is 17x14-in. Game incl.: 8 plastic eggs, dart gun, rubber suction cup darts. Increases skill!
35Y6728—Wt. 2 lb. 6 oz. 2.44

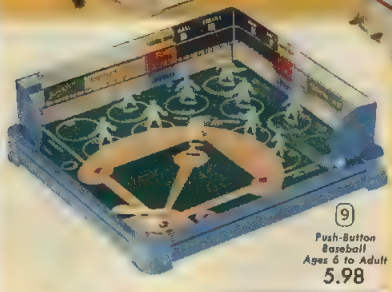
13 IDEAL'S BOP THE BEETLE into frog - shaped beetle trap . . . GULP! Trap snaps closed (but never hurts little fingers). 2 Beetles, 2 Boppers and Beetle - trap included. Exciting and challenging game for the young.
35 Y 6786—2 lb. 12 oz. 3.88

14 ELDON POP - A - PART Clown target — hit bull's eye and circus clown jumps into the air ready to dive. So funny-looking! Plastic support bases for circus scene on heavy board. Western - type guns and darts included.
35 Y 6787—1 lb. 8 oz....1.69

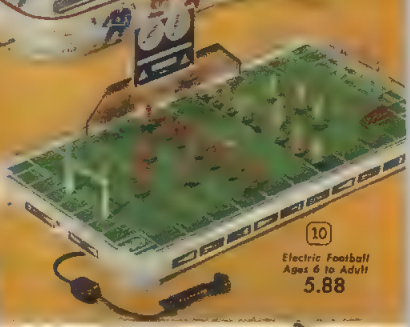
Games SCORE BIG WITH JR. ATHLETES

7 Official National League Electric Football
12.98

8 Official National League Electric Ice Hockey
9.88



9 Push-Button Baseball
Ages 6 to Adult
5.98



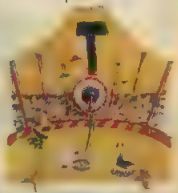
10 Electric Football
Ages 6 to Adult
5.88

12 Mother Hen Target Game
Ages 4 to 10
2.44

IDEAL

13 Bop the Beetle
Ages 3 to 10
3.88

14 Pop-Apart Target
Ages 4 to 10
1.69



Beany & Cecil 3 Games-in-1
~~5.99~~
Value 3.97 11

Hobby Starters

Hobby-Hits Entertain All-Year!

Kenner

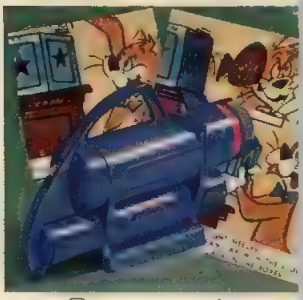
1 **Super Show**

Projector Set! Plus everything you need to make your own movies, give shows!

9.66

56 Color Slides *12 Animated Cartoon Characters*

4 *Camera Outfit* **4.99**



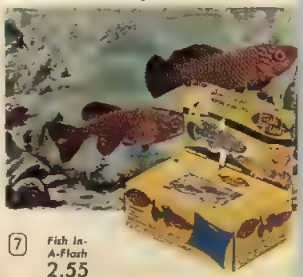
5 *Kenner Give A-Show* **6.44**

2 *Theater Sets low as* **5.99**

6 *Electric Projectascope Book of Knowledge Cards* **6.66**

3 *Westinghouse Electric Greenhouse* **9.77**

114 • ALDENS



7 *Fish In-A-Flash* **2.55**

SHOWN AT LEFT:

(1) SUPER-SHOW PROJECTOR By Kenner—youngsters give animated cartoon-shows in color-plus-action! Actors are Rocky and Bullwinkle, Lassie, other TV favorites. Variety of shows is unlimited—combine toys with comic strips. Project and draw with 6-in. wand, crayons. Give funny photo shows using masks. Give color slide shows of Roy Rogers, Superman, etc. Polystyrene hi-impact projector. Uses 100 watt bulb (not incl.).
35 Y 7359E—Ship. wt. 7 lb...9.66

(2) DELUXE THEATER SET for young "directors"! 8mm movie projector, 1 take-up reel, 2 films, tickets, 45 RPM record. Uses 2 "D" batteries—not incl
353 Y 7260—Wt. 2 lb. 7 oz...7.88
353 Y 7259—AS ABOVE w/1 film reel, no record. 2 lb. 8 oz.....5.99
EXTRA FILMS—State: 3 Cartoons, 3 Westerns, 3 Comedy, or 3 Assrd.
353 Y 7261—Wt. 7 oz...3 for 2.99
34 Y 6490—"D" batts. 1 lb. 4/65c

(3) ELECTRIC GREENHOUSE by Westinghouse. Your child will plant, learn, grow his own "little garden." Planter trays, growing medium, enriched potting soil, gardening tools, instructions. Thermostatically controlled heating circuit is embedded in molded polystyrene foam base. Abt. 15x7½x9½-in.
35 Y 7361E—Ship. wt. 6 lb...9.77

(4) CAMERA OUTFIT for little "Camera Bugs"! Set contains: Sabre 620 Camera plus flash attachment, large carrying case w/ straps, flash bulbs, Kodak film with Free film offer. Batteries for flash included.
35 Y 7323—Wt. 1 lb. 14 oz....4.99

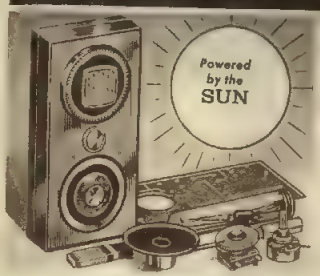
(5) GIVE-A-SHOW set by Kenner. Deluxe projector plus 224 slides—32 story strips of 7 each 35mm color slides. See famous stories, westerns—familiar characters like Huck Hound, Yogi Bear! Uses 2 "D" batteries (not included)—See No. 2 above to order batteries.
35 Y 7258E—Ship. wt. 5 lb...6.44

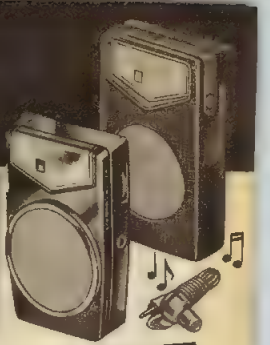
(6) GIVE THEM this Electric Projectascope Set with 35-inch screen! Heat, abuse-resistant hi-impact plastic—UL approved. Plus flash card changer, 3 sets Books of Knowledge flash cards — Famous people, Sea Shells, Butterflies. Uses 60-w. bulb (not included)
35 Y 7322—Wt. 3 lb. 10 oz....6.65

(7) FISH-IN-A-FLASH—hatch live tropical fish and brine shrimp! Tropical fish eggs, brine shrimp eggs, shrimp hatching mix, flake food, aquarium, dropper, magnifier. Follow instructions carefully.
35 Y 7360—Wt. 1 lb. 3 oz.....2.55

Order Your Gifts For NO MONEY DOWN ON CREDIT See Page 276

THE B-I-G IDEA IN GIFT-GIVING. Transistors





OUTSTANDING Gift buy

Solar Transistor Radio Kit 9.77

Solar powered transistor radio kit. Contains solar cell with exclusive swivel mounting; transistor, germanium diode and earphone. Powered by outdoor or artificial light—in complete darkness, just turn built-in switch to use on battery power."AA" penlite battery not incl
35 Y 7320—Shipping weight 3 lb. 4 oz....9.77
34 Y 6477—"AA" penlite batts. 4 oz.... 4 for .65

2-Transistor Radio
Was 6.99 5.99

Outstanding Gift Buy! Similar radio was 6.99 last year! The most thrilling gift you can give a youngster—his very own transistor radio! With batteries, case, antenna, attached stand. Earphones incl. About 4x2½-in.
353 Y 7319—Wt. 1 lb. 3 oz...5.99

DICK TRACY RADIO

2-Transistor Radio Complete Set 7.44

Every youngster wants this Dick Tracy 2-transistor radio set. Has favorite comic strip and T.V. character's picture on it! About 4x2½-in. Plus: battery, case, shoulder strap, and antenna. There'll be lots of fun and excitement at your home when you give this "listening pleasure" gift-hit! Order now!
353 Y 7318—Wt. 1 lb. 5 oz.....7.44

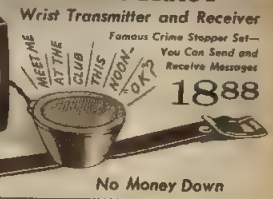
OUTSTANDING Gift buy

DICK TRACY

Wrist Transmitter and Receiver

Famous Crime Stopper Set—You Can Send and Receive Messages

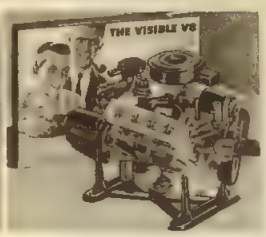
18.88



No Money Down

Outstanding Gift Buy—"Calling all Dick Tracy Fans" to get a genuine Dick Tracy wrist transmitter and receiver with adjustable strap. Will send and receive from any other Dick Tracy set! A real "Crime-Stopper"! Power unit has on-off switch and transmit and receive switch. Telescopic antenna. Strong, clear reception. Uses 9-V. battery (not incl.).
353 Y 7321—Wt. 1 lb. 13 oz...18.88
34 Y 6479—9-V. Batt. 3 oz.....59c

EASY-TO-ASSEMBLE KITS



1 *Working Airplane Motor Kit* **10.98**

2 *Working Automobile Motor Kit* **7.97**

1 KIDS 'N DADS enjoy working this visible airplane engine! 9 cylinders molded in clear plastic—see all parts moving! Permag electric motor. Copy of the Pratt & Whitney "Wasp." Uses 2 "D" batteries (Sold below).
35 Y 7375E—Shipping wt. 7 lb. **10.98**

2 VISIBLE V-8 Auto Engine—See it in action! ¼ scale power plants of cars. Molded in 4 colors, incl. "clear" so all functioning parts are visible. Metal parts. Uses 2 "C" batt. (Sold below.) Abt. 14x6x9-in.
35 Y 7374E—Ship. wt. 7 lb....**7.97**

SCIENCE KITS 3.44 Ea

3 CODE BROADCASTER. Send secret messages by Morse Code. Signal light flashes. Wt. 1 lb. 9 oz.
35 Y 7377.....3.44

4 LITE WRITER Experiment with a light stylus to learn about phosphorescence, light. Wt. 1 lb. 9 oz.
35 Y 7378.....3.44

5 ALARM SYSTEM — build your own! It's audible and visible! Learn all about switching circuits! 1 lb. 9 oz.
35 Y 7379.....3.44

Each Science Kit uses 2 "D" batteries—not included (Sold below).

6 *Working Auto Chassis* **3.97**

7 *Phantom Mustang See-Thru Model* **3.88**

6-Pt Shop Now on Credit
NOTHING TO PAY
'TIL JANUARY
See Page 276

6 VISIBLE CAR KIT by Remco — build working automobile chassis. Many parts operate mechanically. See what happens when you apply the brake pedal! Sturdy plastic parts, plastic coverings.
35 Y 7373.....3.97
Ship. wt. 2 lb. 4 oz.

7 PHANTOM MUSTANG — authentic World War II model. Transparent fuselage and wings let you see inside plane. Control panel for working parts Uses 2 "D" batteries (not incl.) — see right. Abt 14-in. wing span.
35 Y 7376—3 lb. .3.88

Watch 'Em Go!

8 BENDIX RACER plus flight kit! With all the glamour, flashing speed of the flaming Red, tapered-wing P-51's that set records! Decorative wing, fuselage insignia, clear canopy, rugged wheels Fully assembled. Abt. 16-in. wing span.
35 Y 7367E—Shipping weight 4 lb. **7.99**

9 THE STUKA—military aircraft model releases plastic bomb. "Polywog" wing maneuvers with diving responsiveness. Canopy moves. Machine gun swivels. Abt. 23½-in. inverted gull wing. Flight kit (not incl.). Order below # 11*.
35 Y 7369E —Shipping weight 4 lb.. 6.84

10 SUPER SABRE—replica of the Jet that broke the sound barrier! Hi-impact plastic with "Pee-wee" motor; spring starter. Wingspan about 11-inches. Flight kit (not incl.). Order below #11*.
35 Y 7241—Shipping wt. 1 lb. 12 oz. **4.99**

11 P-40 WAR HAWK — plastic replica, powered by Super Bee gas engine! Twin exhaust—clear canopy. 20-in wingspan. Flight kit (not incl.). Order below*.
35 Y 7239E—Ship. wt. 4 lb. Mail.....**6.99**
***FLIGHT KIT** Nos. 9, 10, 11 has fuel, filtered filler, hi-power battery, glow plug clip with connecting wires, line clips, wrench. Easy-to-assemble!
35 Y 7368E-Ship wt. 2 lb. Mail.....**1.99**

12 ELECTROMIC HELICOPTER of hi-impact plastic. Copter direction control knob — copter goes forward, backward and hovers. Abt. 3½x8x13-in. Runs on 2 "D" batteries—order below
35 Y 7372—Shipping weight 1 lb....**2.99**

13 ELDON CLIPPER SHIP KIT 3 main masts and sails—actually sails! And IT'S UNSINKABLE! Adjustable rudder, weighted keel Plus display stand. Unbreakable polyethylene. Abt. 22-in. long
35 Y 7371E—Ship. wt. 5 lb. Mail....**3.77**

14 ELECTROMIC JET-soars, dives, loops, does numerous stunts all on 2 "D" batteries (not included)—see below. Plasticized laminated balsa wings. About 14-inch wingspan; Plane: 12-inches long.
35 Y 7245—Ship. wt. 2 lb. 10 oz.....**3.99**

15 MOTORIZED THUNDERBIRD—powerful battery-operated motor makes her "Get-up and Git!" Gleaming, metalized accessories. Hood and trunk raise and lower. Uses 2 "D" batteries (not incl.—see below).About 16-inches long.
35 Y 7370—Ship. wt. 3 lb. 14 oz.....**5.97**

16 6-PC ANGLER'S PARADISE! Includes. Shasta trailer, "Rambler" station wagon, boat trailer, row boat, Viking Cruiser, and Johnson or Evinrude outboard motors Uses 2 "C" batteries (not incl.) —see below. Order now for Christmas!
35 Y 7366—Ship. wt. 4 lb. 3 oz.....**6.99**

BATTERIES
34 Y 6476—**"C" batteries.** 9 oz..4 for 65c
34 Y 6490—**"D" batteries.** 1 lb..4 for 65c

LIVE-ACTION *Models* TO FLY, RACE OR SAILS!

3-D GIFTS FOR THE FAMILY

1 DELUXE PAK. Imagine the fun kids will have with this outfit! Deluxe viewer, 2 batteries and 7 viewmaster reels. Choose Fairy Tales, TV Favorites, Western Adventures or Huckleberry Hound and Yogi Bear.
333 Y 4708—Wt. 2 lb. 15 oz. **5.99**

2 PRE-VIEW Pak. Everything needed to keep little ones busy for hours! Model G standard viewer and 7 Viewmaster reels. State choice of Fairy Tales, Huckleberry Hound and Yogi Bear or Disney.
333 Y 4707—Wt. 1 lb. 6 oz. **3.79**

VIEWMASTERS SHOWN AT RIGHT

3 NEW VIEWMASTER PROJECTION theater featuring Walt Disney. Junior projector screens—1 "stage" and 1 "drive-in." 10 selected Disney reels, totaling 140 pictures. Sharp 1/3 lens projects 2-D color pictures up to 18-in. Metal and plastic construction, bulb incl. 115V, AC/DC.
333 Y 4713—Wt. 3 lb. 10 oz. **9.65**

4 MODEL G VIEWER shows colorful 3-D scenes. Fingertip controls change picture automatically. Vivid stereo shots, life-like depth. Accurately ground lenses. Beige metal-and-plastic construction. Free bonus reel.
333 Y 4700—Ship. wt. 12 oz. **1.57**

5 DELUXE LIGHTED VIEWER. Constant illumination at a touch of your finger. 3-D picture enlarges 5½ times. No batteries.
333 Y 4701—Wt. 1 lb. 6 oz. **3.77**
Model "C" Batteries for Above.
333 Y 4702—Wt. 4 oz. **2** for **35c**

6 ENJOY A HOME THEATER! Project Viewmaster reels that will captivate youngsters and adults alike! Big Theater Pak consists of projector, screenette and 14 Viewmaster reels! State your choice of Fairy Tales, Cartoons and Adventures or Disney favorites. Projector has 30 Watt lamp; Projects 18-in. 2-D pictures at 10 feet. 115V., AC-DC.
333 Y 4704—5 lb. 11 oz. **13.50**
Standard Projector Only.
333 Y 4705—Wt. 3 lb. 6 oz. **9.65**

7 GLASS BEADED SCREEN at 55c saving—was 2.99. 22x 30-in. surface. True, brilliant reproduction. Hang on wall, or stand on table. Mailable.
33 Y 5085E—Ship. wt. 4 lb. **2.44**

8 LIBRARY BOX. Holds up to 25 Viewmaster packets, 120 single reels, or Viewmaster Viewer. 2-tone plastic. Compact! Size: 8¾x5¼x5½-inches.
333 Y 4714—Wt. 1 lb. 12 oz. **2.29**

9 VIEWMASTER STEREO set includes Model G viewer, bonus reel plus choice of 3 reel packet from list below. State choice when ordering set. Startling realism! Delights entire family! Fingertip controls.
333 Y 4703—Ship. wt. 1 lb. **2.82**

***Show-and-Tell—Coin, Stamp and Flag* 2 for 250**

SHOW-AND-TELL PAKS. 3 reels ea. Countries: U.S.A., Canada, Sweden, England, Spain, Switzerland, France, India, Germany, Mexico, Italy, Modern Israel.
333 Y 4709—Postpaid. State 2 choices.....**2 for 2.50**

VIVID 3-D REEL PACKETS 2 for 250

Picture reels for Viewmaster—21 scenes in full color! 7 on each of the 3 reels per packet—with real 3-dimension effect! Pre-school children love fairy tales; older children enjoy adventure and nature series. Travel-lovers, see breath-taking world shots! **State catalog number—specify 2 titles when ordering.** Postpaid.
333 Y 4710—2 packets (contains 6 reels)..**2.50**

NEW PACKETS
American Man in Space*
Mt. Rushmore
Bullwinkle
1-2-3 Farm
F.B.I. Agent
Flintstones
Popeye
Top Cat
Wonders of the World
Walt Disney Presents
SCENIC U.S.A.
Cypress Gardens
Black Hills
Carlsbad Caverns
Grand Canyon, South
Grand Canyon, North
Great Smoky Mountains
Hula Dancers
Honolulu/Waikiki
*Includes Story Guide

Knott's Berry Farm*
Las Vegas
Lookout Mountain
Los Angeles/Hollywood
Mammoth Cave
Marineland/Pacific*
Marine Studios/Fla.*
Niagara Falls
Rocky Mt. Park
Sequoia National Park
Shenandoah Park
Yellowstone
Yosemite Park
CHILDREN'S FAVORITES
ABC Circus*
Alice in Wonderland*
Babes in Toyland*
Bambi*
Bugs Bunny*
Capt. Kangaroo*
Casper the Ghost*
Cinderella*
Donald Duck*
Gulliver's Travels*

Heidi*
Huckleberry Hound*
Jack and the Beanstalk*
Lassie and Timmy*
Littlest Angel*
Red Riding Hood*
Lone Ranger*
Mickey Mouse*
Mighty Mouse*
Mother Goose*
Night Before Christmas*
101 Dalmatians*
Peter Pan*
Prehistoric Animals*
Quick Draw McGraw*
Rin Tin Tin
Roy Rogers*
Rudolph Shines*
Secret from Space*
Sleeping Beauty*
Snow White*
Tom & Jerry*
20,000 Leagues*

Wizard of Oz*
Woody Woodpecker*
Zorro*
NATURE SUBJECTS
Butterflies*
Children's Zoo*
Parrot Jungle*
Strange Animals*
Animals/Africa*
Animals/World*
Wild Birds*
Wonders of the Deep*
RELIGIOUS SUBJECTS
Birth of Jesus*
Christmas Story*
DISNEYLAND
Adventureland
Fantasyland
Frontierland
Main Street
Tomorrowland
SPACE TRAVEL
Moon Rockets*

Shop Early! Order All Your Gifts for NO MONEY DOWN *on Credit, page 276*

3-D Viewmaster

4
Model G
Viewer
1.57

3
Disney
Theater Pak
9.65

5
Lighted
Viewer
3.77

6
Home
Theater
13.50

7
2.44

8
2.29

Startling and NEW... Exciting and DIFFERENT

"Belle-Telle"™

and her talking telephone

will be

THE TALK OF THE TOWN!

BELLE TELLE and her realistic *talking telephone* will capture the heart of every little girl She holds the receiver to her ear so naturally Her hand is sculptured to hold almost anything. Her telephone is so simple to operate...Just push the *magic button* and the conversation will start. And it says ever so many things (Operates on Flashlight Battery). BELLE TELLE is 18" tall and beautiful to look at. BELLE TELLE has the direct line to profits GET THE MESSAGE!

EFFANBEE Doll Corporation

The profit protected line • 200 FIFTH AVENUE, NEW YORK 10, N. Y.

DALLAS SHOWROOM: 1450 DALLAS TRADE MART – GALEN BRAWNER, DALLAS, TEX.

EFFANBEE DURABLE DOLLS

THE HAND THAT ROCKS THIS CRADLE

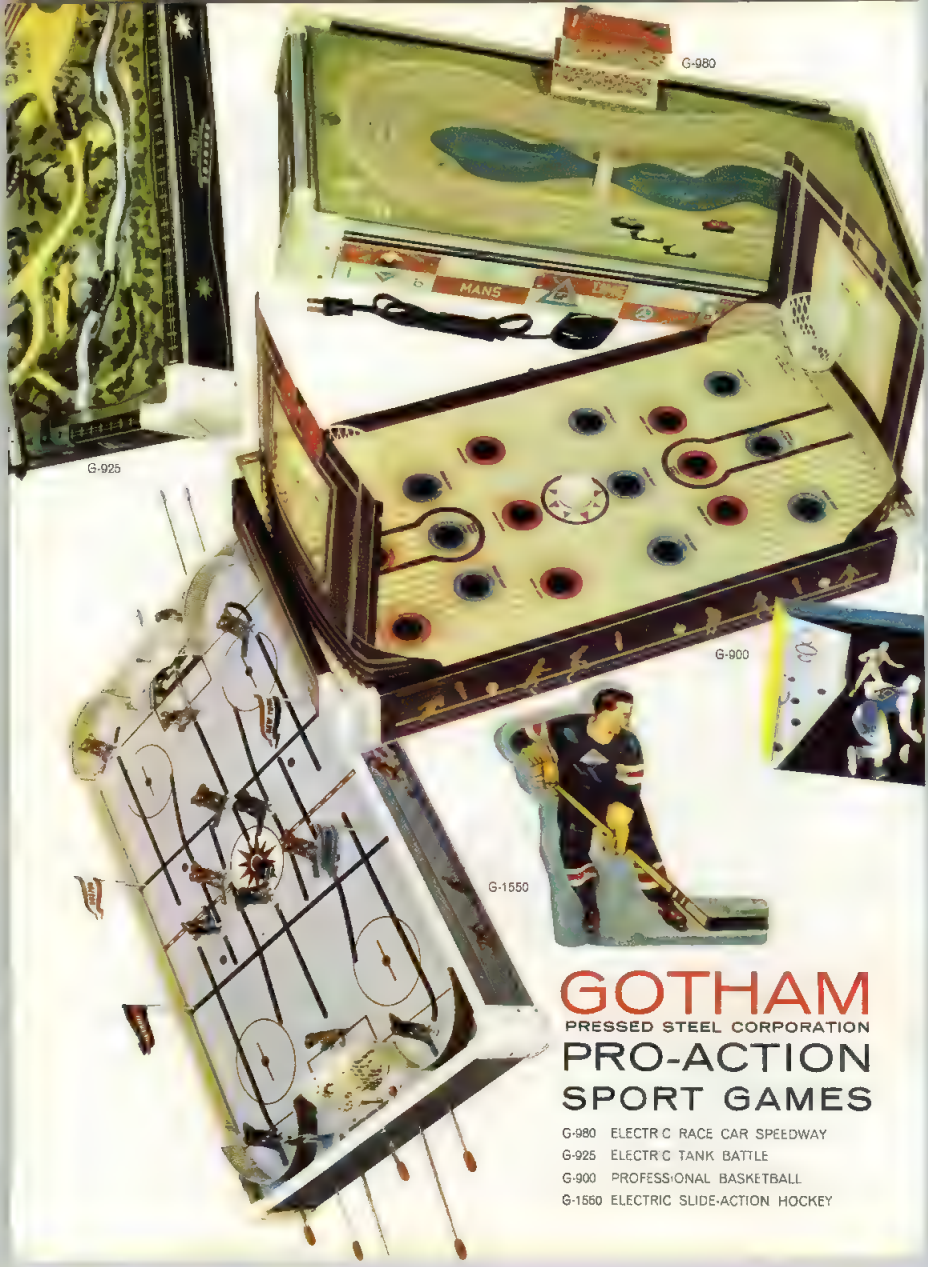
is the Key to Greater Sales and Profits...

A portrait of what every little girl adores and wants for her very own...A cuddly infant doll to love and mother in her trimmed rocking bassinette, and her sister -a sweet Toddler to cherish . . . Infant Doll is 14" tall, with hand painted eyes and rooted hair, and an appealing cry voice. Toddler doll is 18" tall with rooted hair and moving eyes. Trimmed rocking bassinette is 17" x 15" x 11" and is completely set up. Entire ensemble is in parcel post mailer carton.

EFFANBEE Doll Corporation

The profit protected line • 200 FIFTH AVENUE, NEW YORK 10, N. Y.

DALLAS SHOWROOM. 1450 DALLAS TRADE MART—GALEN BRAWNER, DALLAS, TEX.



GOTHAM

PRESSED STEEL CORPORATION

PRO-ACTION SPORT GAMES

G-980 ELECTRIC RACE CAR SPEEDWAY
G-925 ELECTRIC TANK BATTLE
G-900 PROFESSIONAL BASKETBALL
G-1550 ELECTRIC SLIDE-ACTION HOCKEY

G-880 ELECTRIC PROFESSIONAL FOOTBALL
G-850 PUSH-BUTTON BASEBALL
G-620 ALL STAR BOWLING
P-82 DELUXE POOL TABLE

Write for free catalog in color

GOTHAM
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FACTORY & GENERAL OFFICES, WALES AVENUE & EAST 144TH STREET, BRONX 54, NEW YORK. MOTT HAVEN 5-4800. SHOWROOM 200 5TH AVENUE, ROOM 214

REVERE

Leisure

Chiming Clocks

No. 963 HENLEY

Walnut case with front trim of leather. Polished brass bezel and gold hands. 8″ high, 12″ wide, 4″ deep.

Westminster Chimes

Retail $58.00 List $69.60

No. 961 LINCOLN

Mahogany or cherry case with silvered dial and raised gold numerals. 11¼″ high, 13¾″ wide, 5⅛″ deep.

Westminster Chimes

Retail $75.00 List $90.00

No. 953 CARTHAGE

Arched mahogany case with cut-out center dial 10⅛″ high, 7⅛″ wide, 4⅛″ deep.

Westminster Chimes

Retail $58.00 List $69.60

No. 947 DANBURY

Mahogany case with silver finished cut-out center dial, gold hands. 7½″ high, 19½″ wide, 4¼″ deep.

Westminster Chimes

Retail $58.00 List $69.60

No. 935 BRIGHTON

Mahogany case with birds-eye maple panels. Raised numerals on satin silver dial. 8″ high, 20¼″ wide, 5″ deep

Westminster Chimes

Retail $73.00 List $87.60

Federal Excise Taxes not included in prices listed. We reserve the right to change prices and specification without notice.

No. 937 JAMESTOWN

Walnut or mahogany case with silvered dial and polished brass bezel. 7¾" high, 19" wide, 4¾" deep.

Westminster Chimes

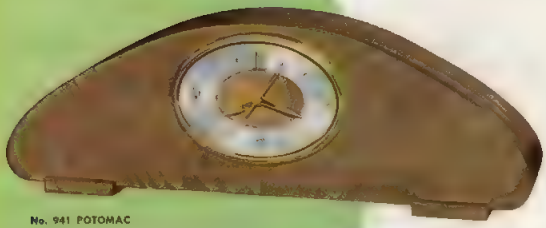
Retail $61.00 List $73.20

No. 913 REVERE

Your choice of cases—mahogany, maple or walnut II to rl. Silver finished cut-out center dial with gold bezel. 6¾" high, 16½" wide, 4" deep

Westminster Chimes

Retail $55.00 List $66.00



No. 941 POTOMAC

Available in walnut or blond wood and finish with silver dial, gold numerals, and polished brass bezel. 6½" high, 19" wide, 4" deep.

Westminster Chimes

Retail $65.00 List $78.00

The smaller Revere clocks—for mantel, table and desk—are offered in a wide choice of designs and finishes to harmonize with any decorative theme. Like all Revere clocks, they have electric movements and play the famous Westminster Chimes.

Federal Excise Taxes not included in prices listed. We reserve the right to change prices and specification without notice.

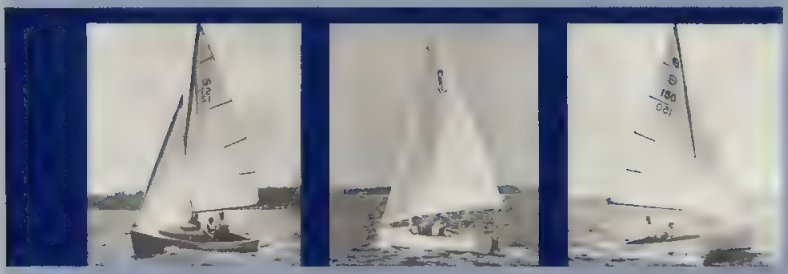
THE REVERE CLOCK COMPANY

STARKVILLE, MISSISSIPPI • TELEPHONE 2251

This year
Skipper a
Sailstar
...for the sheer fun of it!

Choose Your Next Boat from the Sailstar Fleet

"What beautiful boats!" You can't help saying it when you see them under sail. Designed to take every advantage of the latest techniques in fiberglass construction, Sailstar boats are fast, stable, and rugged, built for years of sailing fun. All have aluminum spars, Dacron sails and running rigging, quality fittings throughout—with the extra safety of Styrofoam flotation. See if one of these Sailstars may be your next boat:



The ORION: This 19' sloop is really a small yacht, with room in the cabin for a marine toilet and 2 bunks. Self bailing cockpit holds up to 10. Special folding hatch provides standing headroom at anchor. A remarkably stable, dry boat with exciting sailing ability. Sail area, 203 sq. ft. Wt., 1100 lbs. With sails, about $2990.

The PIONEER: Deluxe, heavy-weather version of the Explorer, with choice of steel centerboard or planing keel. Exceptionally steady in a sea, she is ideal for exposed areas and rough going, especially with a light crew. Keel model draws 3'. Sail area, 160 sq. ft. About $2095 with steel board; $2115 with steel/cast iron keel. Self-bailing.*

The EXPLORER: A smashing success since the day she was launched this 17' one-design racer/day sailer is roomy, stable and fast. Big self-bailing* cockpit holds 8, can overnight 4 with canvas cabin. Built-in motor well. Active class racing association. Sail area, 155 sq. ft. Wt., 550 lbs. With sails, about $1965.

For complete details, see your dealer . . . or write today for illustrated folders.

* Optional

The TALLSTAR: 14' day sailer/racer. A rugged, comfortable boat for family outings, training, even frostbiting. A lively performer with planing ability, spacious cockpit and cuddy. 100% self-bailing*. "Kickerpit" motor well for outboarding. Sail area, 122 sq. ft. Wt., 450 lbs. With sails, about $1475.

The LITTLE BEAR: 11½' "compact", designed for day sailing, racing, frostbiting, training. Sloop rig can be converted to catboat. Roomy cockpit with removable seats. A safe, dependable boat for young skippers, yet fast and capable of planing. Sail area, 86 sq. ft. Wt., 200 lbs. With sails, about $875.

Sailstar BOATS

770 MAIN STREET
W. WARWICK, R. I.

STRUCTO *toys*

1 **CATTLE TRANSPORT.** Young ranchers will like this sturdy cattle transport. Features large rear double doors that open wide, two retractable rubber dolly wheels. Cab has wrap-around windshield, simulated horn, rear view mirror and windshield wipers. Steel with baked enamel finish. 23½" long.
22K1754P [397] Wt. 7 lbs. .....Retail **$6.00**

2 **AUTO TRANSPORT.** Hauls cargo on upper or lower decks, holds three cars. Ramp extends to rear for loading, unloading. Fancy new cab has wrap-around windshield, wipers, horn. Whitewall tires. 22" long. Baked enamel finish
22K1751P [397] Wt. 6 lbs. .....Retail **$6.00**

3 **READY-MIX CONCRETE TRUCK.** Has the detail and realistic action that children like. Mixer is geared to the axle so that it rotates as the truck moves. Ratchet simulates mixer noise. "Cement" loads and unloads through chutes. Body raises. Crank operated. All steel construction. 15½" long.
22K1750B [467] Wt. 6 lbs. 3 ozs. .....Retail **$7.00**

4 **HYDRAULIC DUMPER.** Authentic scale model that really works. Lever raises and dumps truck body. White sidewall tires, cab with new '61 equipment. 14" long.
22K1749B [333] Wt. 3 lbs. 5 ozs. .....Retail **$5.00**

5 **NEW WRECKER TRUCK.** Heavy duty Wrecker features double tandem wheels for extra heavy hauling jobs. Winch is supported by thick reinforcing bars. Crank action. Cab-Over Engine cab is all White with windshield, windshield wipers, mirrors and air horns. Two simulated lights on wrecker boom. 12" long.
22K1753B [267] Wt. 3 lbs. 6 ozs. .....Retail **$4.00**

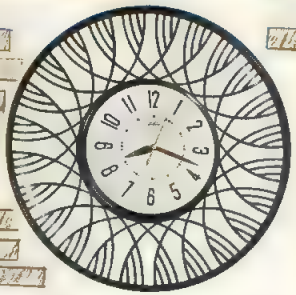
6 **AERIAL HOOK AND LADDER FIRE TRUCK.** Rescue a fair damsel from the top of the highest building. Aerial ladder raises to 60° angle and extends to 32½". Ladder assembly swivels 360°. Two auxiliary ladders on side hangers included. All the features of the new 1961 Ford cab. 31" long.
22K1752P [733] Wt. 9 lbs. .....Retail **$11.00**

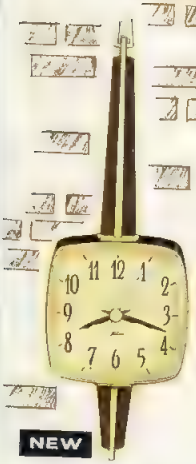
7 **CAMPER PICK-UP TRUCK.** New "Rampside" pick-up truck features Whitewall tires, fancy windshield, air horn. Side ramp lowers and raises for easy loading of truck. Boat trailer can be unhitched. Boat is White with Red trim. 21½" long
22K1756B [197] Wt. 2 lbs. 8 ozs. .....Retail **$3.00**

8 **ROAD GRADER.** Scraper blade rotates, rises, lowers and tilts, clears a smooth path through sand or dirt. Front wheels steer, floating tandem rear wheels. Steel construction, enamel finish. Six vinyl tires. 18¾" long.
22K1755B [267] Wt. 3 lbs. 11 ozs. .....Retail **$4.00**

DECORATIVE CLOCKS BY Sunbeam

Add beauty to your room





Beautiful! Contemporary styling, natural cherry wood veneer. Polished brass outer ring and dial trim. 11½" diameter, 2" loop handle
AC505 Cordless, battery powered, wt. 3 lbs. ..... Retail **$29.95**
A502 110 volt electric, wt. 3½ lbs. ..... Retail **$17.95**

THE MONTEREY. Highly decorative. Delicate filigree frames easy-to-read dial. Complements living room or dining room decor. 13½" diameter. Choice of black wrought iron or lustrous brass. Hangs flush to wall.
A501 Brass wt. 2.8 lbs. ..... Retail **$12.95**
A501 Black wrought iron, wt. 2.8 lbs. ..... Retail **$ 9.98**

NEW

THE LOWNHOUSE. Blends perfectly with any room decor. Rich walnut pendant styling. With metallic gold trim, dark brown case, 19" tall, only 2½" deep. Hangs flush
AC507 Cordless, battery powered, wt. 2 lbs. .. **$24.95**
A503 110 volt electric, wt. 2 lbs. .. **$14.95**

NEW

SLIM WOOD. Smartly styled, wood case alarm. Genuine hand finished walnut, picture frame thin case. For bedroom, den
B014L Luminous hands, numerals, wt. 1¼ lbs. ..... Retail **$12.95**
B014 Regular hands and dial, wt. 1¼ lbs. ..... Retail **$10.95**

GOLD CASE ALARM

Handsome Gift Package

GOLD CASE ALARM. Breath-taking. A golden touch for the highly selective. Slim line styling in modern design. White silver dial, raised gold markers. Comes in handsome gift package.
No. B012, wt. 3¼ lbs. ..... Retail **$27.50**

WOOD CASE OCCASIONAL CLOCKS WITH ALARM

Smart styling in solid walnut or mahogany. Blends with any contemporary room planning. Easy to read numerals. A beautiful time piece for bedroom or living room. With alarm.
No. B002 Walnut or mahogany, wt. 1½ lbs. ..... Retail **$19.95**

NEW

THE VILLA. Distinctively French Provincial in a modern note. Rich solid Fruitwood, hand rubbed. White silver plated dial. Wise choice for beauty, for the bedroom, den, library, desk or mantle. With alarm
B013, wt. 2 lbs. ..... Retail **$22.95**

Sunbeam

All prices shown are recommended retail and do not include Federal Excise Tax

ALARM AND KITCHEN CLOCKS BY Sunbeam

GENTLY WAKES YOU
LETS YOU SLEEP
GENTLY
WAKES YOU AGAIN.

Adjustable
Lighted Dial

Wink Awake Alarms

NEW

LITTLE CHIEF. Over size dial for easy time-telling. Dependable steady alarm. Compact. Contrasting hands, numerals. 3¼" x 2¼" x 3" high
B010L-A with luminous dial, white case, wt. 1 lb. . . . . Retail $7.98
B010A with regular dial, beige case, wt. 1 lb. . . . . Retail $6.98

CHIEF. Wake relaxed *wink-awake*, you get 5, 10 or 15 minutes EXTRA winks every morning! Alarm wakes you, tap the shut off, wakes you again
B010L Wink-awake with luminous dial, white case, wt. 1 lb. . . . . Retail $8.98
B010 Wink-awake with regular dial, beige case, wt. 1 lb. . . . . Retail $7.98

SUPER CHIEF. Wink-awake alarm with adjustable (luminescent) illuminated dial—no bulb to burn out. Adjusts from whisper softness to night light brilliance. Costs pennies a year to operate. Easy to read. Smart styling in soft beige colors!
B011 Wink-awake, adjustable illuminated dial, wt. 1 lb. . . . . Retail $12.95

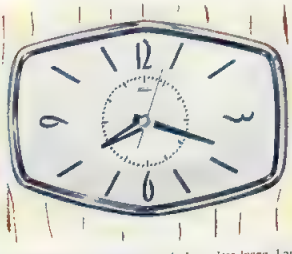
Sunbeam KITCHEN AND WALL CLOCKS

NEW Lighted Dial

THE NIGHT LIGHTER. Built-in Night Light. Amazing! Practical. Dial glows at night. Handsome wall clock, for kitchen, hall, den, bathroom etc. 7" x 5¾" —only 2" thin! Beautiful Greek key design in chrome or gold
A005 Chrome or Gold, wt. 1 lb. Retail $9.98

KITCHENETTE. Modern oval design. Adds beauty to the kitchen. Sculptured numerals, wrap-around crystal. 9" wide, 5¼" high, 2¼" deep. Hangs flush. Modestly priced
A004 Chrome, wt. 1 lb. . . . . Retail $6.50
A004 Aquamarine, red, or white. Wt. 1 lb. . . . . Retail $4.98

Interesting, floating dial. Attractively styled for any kitchen wall. 7¼" square, 2¼" deep
A003 Turquoise or white. Wt. 1¼ lbs. Retail $8.98



Designed and color styled for today's modern living. Large dial with raised numerals for best viewing. 6¼" high x 10" wide x 2⅛" deep
No. **A002** Chrome, wt. 1¼ lbs. Retail $7.50
No. **A002** Gold or white. Wt. 1¼ lbs. Retail $6.50

Light Indicates alarm is "on"

PETITE ALARM with signal light

NEW

PETITE. After you are in bed, have you ever wondered if you've set the alarm? Now, no need to get up, stumble around in the dark! New Signal Light shows when your alarm is set. This exclusive feature is available *only* on the compact Sunbeam Petite Alarm
B001L-SL, luminous dial, white or pink case, wt. ¾ lb. . . . . Retail $6.98
B001SL, regular dial, white or pink case, wt. ¾ lb. . . . . Retail $5.98

WOOD CASE ALARM

A tailored case in rich mahogany, for bedroom, desk or den. Gold finish dial, brown numerals, hands. As a gift selection, it's sure to please
No. **B004L** luminous dial, wt. 1¼ lbs. . . . . Retail $10.95
No. **B004** regular dial, wt. 1¼ lbs. . . . . Retail $ 9.98

© Sunbeam, Wink-Awake

PHILCO

Famous for Quality the World Over

ALL-TRANSISTOR PORTABLE RADIOS

Through Space Age Research, Advanced Engineering Techniques and Satellite Proven Transistors Philco delivers new high-performance Big-Set Sound plus longer battery life on regular flashlight batteries available almost everywhere!

EXCITING GIFT ENSEMBLE

Complete portable radio outfit! Compact and powerful 6-transistor chassis has solid copper conductors—not loose wires. Break resistant case. Weighs only 8 ounces! Tunes quickly and easily with the tip of your finger. Convenient tuning dial window. Plays on just 2 penlight batteries. Delivers Big-Set Sound through its own 2" speaker or the Private Listening Ear speaker included. Gift-Pac includes radio, ear speaker, case and 2 batteries. 4⅜" high, 2½" wide, 1¼" deep. Wt. 1 lb.

34K1145V 2440 Ivory . Retail **$29.95**
34K1144V 2440 Ebony . Retail **29.95**

POCKET FULL OF PLEASURE

Enjoy your favorite stations from near or far on the finest performing 7-transistor set in its class. Get every station quickly, accurately with the precision vernier tuning knob and easy reading dial. Delivers Big-Set Sound through powerful 2" speaker or with private listening ear speaker plugged into set. Sleek break resistant case has snap-out easel stand for use as table radio. Plays on just 2 penlight batteries, available everywhere. Gift-Pac includes radio, ear speaker, case and 2 batteries. Radio weighs just 10 ounces, is 4⅜" high, 2½" wide, 1⅝" deep.

Radio Only. Wt. 10 oz.
34K1149V 2667 Black ... Retail **$32.50**

Gift-Pac Wt. 2 lbs.
34K1154V 3057 Aqua ... Retail **37.50**
34K1153V 3057 Ivory.. ... Retail **37.50**

SWAGGER STYLED... POWER PACKED 7-TRANS.

Power-Boost Philco portable radio packed with value and extra performance. Super sensitive, pulls in stations from near or far. Quick and easy fingertip tuning knob and slide rule dial. Rich sounding, room-filling 3½" speaker and extra large tone chamber. Plays hundreds of hours on just 4 "C" size flashlight batteries available everywhere. Has built-in jack for private listening ear speaker. Scuff resistant Sur-V-Lon case. Dimensions. 6¾" high, 9" wide, 2¾" deep. Weighs only 1 pound, 15 ounces.

34K914V 3247 Tan... .. Retail **$39.95**

LONG RANGE PERFORMER HAS FINE CAMERA STYLE

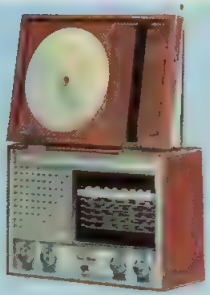
The ultimate in precision and craftsmanship in a small radio. Sleek case has the look and handling ease of an expensive camera. Larger 2½" speaker delivers more sound output. 8 genuine Philco Transistors and solid copper conductors assure long trouble-free performance. Plays on just 2 regular penlight batteries. New 2-facet slide rule dial is easy to see from top or front. Tuning is quick and easy. Convenient handle lifts up from top of break resistant case. 3⅝" high, 6½" wide, 1⅛" deep. Weighs just 1 lb. 4 oz.

34K916V 3057 Black ... Retail **$37.50**

TAN, TOUGH and TERRIFIC

Rugged new portable radio powered by 8 transistors and equipped with big wide range 4-inch speaker similar to those found only in larger table model sets. Luxurious Tan Sur-V-Lon and Brass case with hand strap has the look and feel of fine leather. Extra sensitive antenna pulls in distant stations. Fast, accurate vernier tuning with big easy-reading dial. Private listening ear speaker jack for added convenience. Plays hundreds of hours on 4 standard "D" flashlight batteries. 7" high, 9¾" wide, 4" deep. Weighs 4 pounds, 2 ounces.

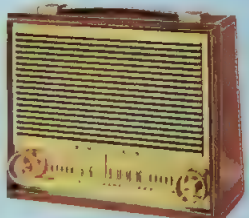
34K1156V 3890 Tan... . ..... Retail **$49.95**



SENSATIONAL SEVEN BAND PORTABLE

Nine transistors! Two antennas! Seven tuning bands: Standard Broadcast, 2 medium frequency and 4 high frequency short wave Spread Bands. Genuine leather case with chrome grille and control panel. Lid is detachable, has world time zone map and handy log book. Pick up stations from around the world with room-filling, clear tone. Powered by just 6 standard "D" flashlight batteries, available everywhere. Compact case is 10⅝" high, 12¾" wide, 7" deep. Weighs just 21 pounds (including 4 spare batteries)

34K017BL 16950 Tan..... Retail **$229.95**

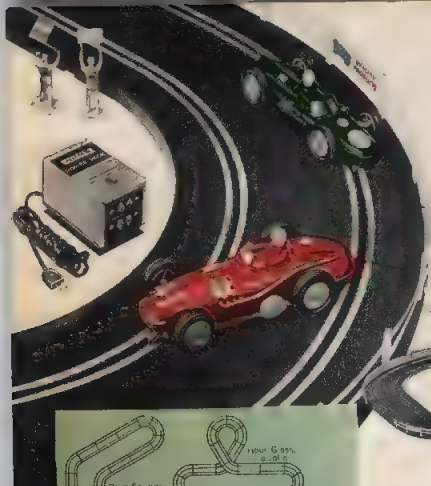


SMART NINE TRANSISTOR PORTABLE

Most powerful 9-transistor radio in its class! Big, easy-to-read slide rule dial with precision vernier drive. Has extra-sensitive Magnecor antenna, 3-gang tuning condenser and tuned RF stage for outstanding long-range sensitivity. Big 4" rich-toned speaker powered by push-pull audio system. Delivers sound and tone unsurpassed in a portable radio. Plays for hundreds of hours on just 4 regular "D" flashlight batteries, available everywhere.

Rich and beautiful genuine leather case is just 8¼" high, 10¼" wide, 8¼" deep. Weighs 4 pounds, 14 ounces.

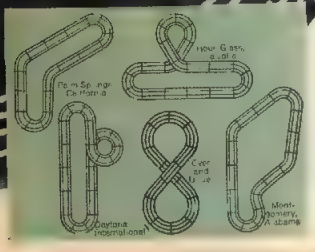
34K945V 4650 Tan ....Retail **$89.95**



Race 'em . . spin 'em . . crash 'em . . jump the track . . go from a crawl up to 200 scale miles per hour in true-to-life models of famous Bowes Special and Cooper Formula I racing cars. Remote control lets you master-mind all the action. 20 feet of track lets you duplicate 6 of the speedway layouts where these cars won their most famous races

ALLSTATE 6-in-1 Racing Set

Complete with power pack **$29.97** cash **NO MONEY DOWN**



Line 'em up abreast for the start, trigger the remote controls and Z-O-O-M, you're a daring road racer roaring along a famous speedway. ¼₂-scale, molded-plastic cars are at your command and held in track grooves by nylon shoe.

Includes 2 ready-to-run motorized racers (about 5½ in. long)· 12-volt 1.2 amp twin-circuit power pack with on-off switch, circuit breaker, 2 pistol-grip rheostat controls. Plastic tracks: (9 straight, 12 curved, 1 obstacle strip—only room for 1 car at a time); 12 girder-type overpass supports; 12 fence sections; 6 figures; 6 spare tires, decals. Track makes layouts up to 8½x1 feet. UL approved for 110-120-volt, 60-cycle AC

79 N 9570C Shipping weight 10 lbs... **$29.97**

Track Sections. Fit above set. About 10¾ inches long. Curved track includes fencing. Shipping weight, set of two, 1 lb

49 N 9596—12⅛ inches Straight Set **$2.37**

49 N 9597—60° 10⅜ inches Curved Set **2.79**

New 4-lane, 4-car ALLSTATE Racing Set

. . . separate controls let four race at a time

Complete with 2 power packs **$49.95** cash

NO MONEY DOWN

Twice as exciting as 2-car set above because there's double the action and competition. ¼₂-scale, molded-plastic cars travel up to 200 scale mph are held to lane grooves by guide shoe. Includes 4 ready-to-run motorized racers (Corvette, Ford, Pontiac, Custom Rod). 4 variable speed controls, two 12-volt twin-circuit 1.2 amp power packs with on-off switch and circuit breaker; 24 curved tracks (16 30° outer, 8 60° inner), 16 straight tracks make track layout about 3½x8 feet long. 18 fence sections, fence runners. UL approved, 110-120 volt 60-cycle AC

49 N 9588 Shipping wt. 14 lbs. Cash **$49.95**

Race Car Kits. Clocked at scale speeds up to 200 mph. Fit any set on this page. Assemble in just a few minutes. ¼₂ scale (about 5½ in.) Includes 12 volt motor, plastic chassis, wheels and axles. Shipping weight 8 oz

49 N 9518 Ferrari Testa Rossa..... **$2.97**

49 N 9589 Jaguar..... **2.97**

49 N 9711—Corvette..... **2.49**

49 N 9712—Pontiac..... **2.49**

Test your driving skill on the tricky hump . .
Race to be first through the narrow bridge . .
Thrill to the excitement of night racing . .
Track has dual lap counter to click off laps

ALLSTATE® International Road Race

Complete with power pack **$23.99** Cash — NO MONEY DOWN

This great model racing set includes 2 cars, 2 control throttles, 18-foot track, grandstand, repair pit

A remarkably low price for a racing set with a large 18-ft. track . . such fine quality cars . . and so many realistic extras. Over and under race way, for example, is full of such cravenges as a tricky hump that can upset the cars and a narrow bridge that can cause sidewipes. Both cars have electric headlights for thrilling night races. A grandstand and a quick repair mechanic's pit add to the realism. One track section even has dual lap counters to keep automatic tally of the laps traveled by each car.

Cars are motorized replicas of the famed XKE Jaguar and Mercedes Benz about 1/32 scale, nearly 6 inches long. Both are fully assembled with nylon gears and operate by remote control. 7.5-watt power pack connects to metal contact plate on the track. UL listed, 110-120 volt, 60 cycle AC.

Set includes 22 plastic track sections, 12 curved and 10 straight, 12 fence sections, 4 trestles, 33 miniature tools, 8 simulated lamp posts, 6 attendants, decals, 2 extra wheels.

79 N 9550C —Shipping weight 9 pounds. . . . . Cash $23.99

ALLSTATE Power Pack, 7.5 watt output. UL listed. 110-120-v., 60-c. AC
49 N 9549—Shipping weight 1 pound 10 ounces. $4.39

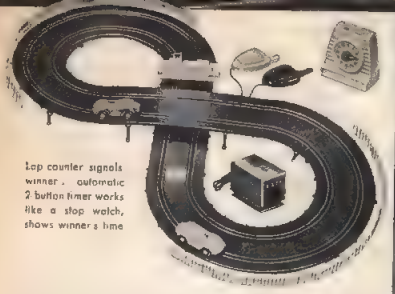
Extra Cars and Track Sections

Cars. For set at left. Assembled. About 1/32 scale (5 to 6 inches long). Plastic. *Note* (3) and (4) have lighted headlights. Wt. 8 oz.

(1) 49N9555–Martin } Ea.
(2) 49N9554–Jaguar } $3.47
(3) 49N9556–Mercedes } Ea.
(4) 49N9557–XKE Jaguar } $4.47

Track. For set at left. Build larger speedways. Plastic, metal.

(5) 49 N 9595—11-inch Curved. Shipping weight 6 ounces. 59c
(6) 49 N 9593—7½-inch Straight. Shipping weight 6 ounces. 59c



Lap counter signals winner . automatic 2 button timer works like a stop watch, shows winner's time

Over and Under Race Set

Complete with powerpack **$16.44**

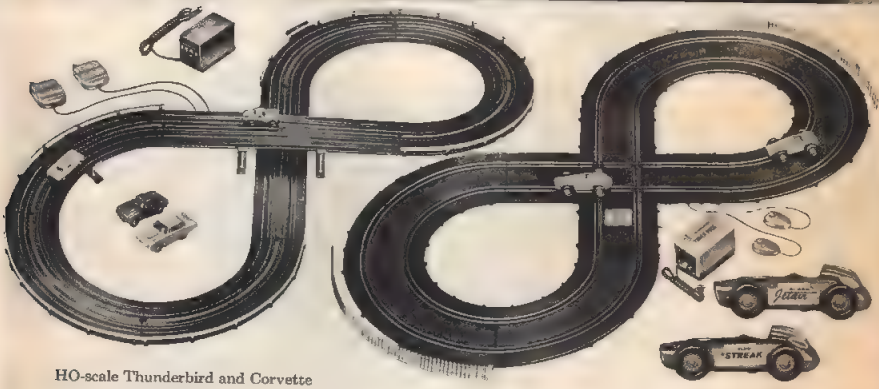
Two 5-in. racers with guide pins hum around grooved track with overpass. Lap counter bridge records laps . . flags flip up on 9th, down on 10th lap. 2 push lever throttles control speed. UL listed powerpack (input 110–120 volt, 60-cycle AC; output 3-volt DC, 2 amps.). 18 track sections make 2x4 ft. layout. Plastic accessories; cars and track are plastic and metal

49 N 9503 –Shipping weight 7 pounds $16.44

Accessories for set above and 49N9502 and 49N9505 below at right.

Extra Plastic Racing Car. Electric motor. Car assembled.
49 N 9507 Shipping weight 8 ounces. $2.39

Extra Pre-assembled Track. Shipping weight each, 4 ounces.
49 N 9508 Straight. 5¾ in. 49 N 9509—Curved. 7 in . . . Each 39¢



HO-scale Thunderbird and Corvette race on over-and-under speedway

Complete with powerpack **$14.99**

All the excitement and hazards of real road racing. A sport of skill that takes practice and judgment to win the race without skidding off the track on those tight curves. Two HO-scale plastic sport cars, 2¼ inches long, have electric motors, guide pins. Cars independently controlled by 2 hand throttles operating from UL listed powerpack (input 110–120-volt, 60-cycle AC; output 18-volt DC, 1 amp.). 10 plastic track sections are pre-assembled, snap together to form an 18½x39 inch layout. Set includes 6 sections of fence, trestles for overpass . . made of high impact plastic

49 N 9547– Shipping weight 4 lbs. 6 oz. $14.99

Extra Cars for above. Motorized. Fully assembled, ready to run. Shipping weight each 8 oz.

49 N 9725 '62 Corvette 49 N 9553 '62 Thunderbird Each $3.59

Even at these low prices you get two independently controlled racing cars

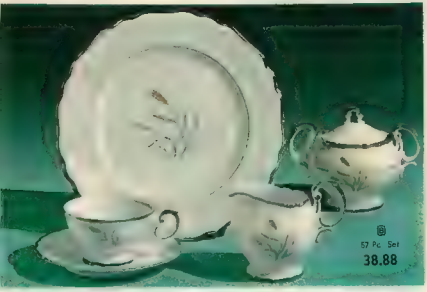
With powerpack **$11.59** Without powerpack **$6.88**

Criss-cross racing on 2x4-foot figure-8 track is sure to be full of suspense, near-misses and pile-ups. Two 4½-inch assembled plastic racers have electric motors. They skid and spin around the curves, guided in track grooves by plastic guide pins. Two on-off control buttons govern speed. Set includes 16 high impact plastic track sections that are pre-assembled, easily snap together. 1 fence section.

UL listed powerpack (input 110–120-volt, 60-cycle AC, output 3 volt DC, 2 amp.). For extra track see 49 N 9508 and 49 N 9509 above.

49 N 9505	Complete Set with powerpack. Shipping weight 10 pounds	$11.59
49 N 9502	As above but without powerpack. Shipping weight 4 pounds	6.88
49 N 9506	UL Listed Powerpack only. Shipping weight 2 pounds	4.89

A
57-Pc Set
38.88



B
57 Pc Set
38.88

Traditional

BEAUTY IN IMPORTED FINE CHINA DINNERWARE

- Finest-quality for gracious serving!
- Made in Japan by master craftsmen!
- Fully vitrified—chip-and-break resistant!
- Richly trimmed in platinum or 22K gold!

SET COMPOSITION FOR CHINA ON BOTH PAGES

57-PC SERVICE FOR 8. 8 each: 10-in. dinner plates, 6¼-in. bread/butter plates, 7½-in. soups, 5½-in. fruit dishes, cups, saucers; 1 each: 14-in. platter, 10-in. baker, sugar bowl with lid, creamer PLUS 4 extra cups *

98 PC SERVICE FOR 12 12 each: 10-in. dinner plates, 7½-in. salad plates, 6¼-in. bread and butter plates, 7½-in soup plates; 5½-in. fruit dishes, cups, and saucers, 1 each: 16-in. platter, 12-in. platter, 10-in. baker dish, gravy boat, 9-in salad bowl, sugar bowl with lid, and creamer PLUS 6 extra cups *

GMC presents five lovely American Queen dinnerware patterns in traditional rim or baroque shapes. Produced in Japan by master craftsmen, this fine china is highly vitrified for luster and translucency, break-and-chip resistant, too for long use. Patterns are available in 57- and 98-pc. services for 8 and 12. See opposite page for American Queen sets with modern coupe-shaped pieces

(A) "PATRICIA" FINE CHINA DINNERWARE

Elegance for the table with a lovely patterned border sure to please the most discriminating hostess. It's a beautiful service that features rim-shaped plates and footed cups, sugar bowl, and creamer. All richly edged with platinum to echo your finest silverware. Made of fully vitrified china with deep luster, translucency, and lasting beauty. No down payment.

25-0936 W 57-pc Set. Wt. 45 lbs..... Pay Only **38.88**
25-0662 W—98-Pc Set. Wt. 75 lbs..... Pay Only 64.88

(B) "BARBARA ANN" FINE CHINA DINNERWARE

An invitation to gracious dining, supreme beauty, and fine quality! A graceful spray of silvery and golden wheat is centered on a background of pure white china. The lovely baroque-shaped pieces are edged with heavy platinum to match your silver Cups, creamer, and sugar bowl are footed. Vitrified—impervious to moisture. No down payment—see page 789.

25-0274 W—57 pc. set. Wt. 45 lbs.... Pay Only **38.88**
25-0266 W—98-pc set. Wt. 75 lbs..... Pay Only 64.88

57-Pc. Set **37.88**

"CHRISTINE" FINE CHINA DINNERWARE

Traditional beauty in a service designed for dramatic elegance! Unmistakably distinctive with a delicate rose spray and graceful fluted rim shapes. Footed cups, sugar bowl, and creamer. Lustrous white china is completely vitrified—it's impervious to moisture and highly resistant to chipping and breaking. Richly edged with platinum—a set you'll use with pride. No down payment.

25-0258 W—57-pc. set. 45 lbs....Only **37.88**
25-0241 W—98 pc. set. 75 lbs.. .. Only 62.47

57-Pc. Set **37.88**

"SUSAN" FINE CHINA DINNERWARE

Adds a note of luxury to every table! Features traditional beauty with pink floral and scroll border design edged with blue—on lustrous white china. The rim-shaped plates and the footed cups, creamer, and sugar bowl complement the most elegant table setting Trimmed with platinum to capture the glow of your finest silverware. Beautiful for formal or everyday use. No down payment.

25-1652 W 57-pc. set. 45 lbs.... Only **37.88**
25-1645 W ..98-pc. set. 75 lbs.. .... Only 62.47

37.88

"ROSALIE" CHINA DINNERWARE

Delicate blue roses and green leaves centered on a white background to make your table sing with elegance and grace! Pattern is doubly charming with fluted rim shapes plus footed cups, creamer, and sugar bowl All pieces richly edged with costly platinum Superbly crafted of completely vitrified china with the deep luster and the magnificent translucency that makes china a prized possession. No down payment.

25-0233 W—57-pc. set. Wt. 45 lbs .. Only **37.88**
25-0217 W—98-pc set. Wt. 75 lbs.... Only 62.47

*Dinnerware on BOTH pages shipped by freight or express from our Milwaukee warehouse—pay shipping charges on arrival.

American Queen Fine China

FINE CHINA IN *Coupe shape* FOR MODERN ELEGANCE

"IRENE" FINE CHINA DINNERWARE

Modern in shape, traditional in design! A delicate rose spray in silvery tones is resplendent against a background of pure white. Modern coupe-shaped pieces richly trimmed in gleaming platinum to respect the glow of your silverware. Completely vitrified—this fine china possesses the inherent beauty of much more expensive ware. Designed to blend with traditional or contemporary decor—perfect for formal or informal serving. **No down payment.**

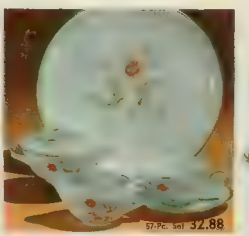
25-0654 W—57-pc. set. Wt. 45 lbs. **Only 32.88**
25-0498 W—98-pc. set. Wt. 75 lbs.. **Only 55.97**

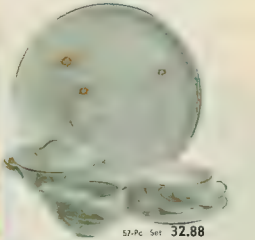
Choose from five American Queen patterns in modern coupe shape for dinnerware, that's beautiful in any setting. All are highly vitrified—impervious to moisture, break-and-chip resistant. Made to our highest specifications by master craftsmen. See opposite page for complete details and for set compositions.

"AUDREY" FINE CHINA DINNERWARE

A graceful spray of golden wheat and blue forget-me-nots set against a white field! It's a lovely pattern that captures the enduring beauty of nature with simple elegance. Modern coupe-shaped pieces are 22K gold trimmed for a look of luxury, a mark of quality. Beautifully made with the rich sheen and translucency that characterizes the very finest china. It's fragile in appearance, yet perfect for everyday use. **No down payment.**

25-1496 W—57-pc. set. 45 lbs. . **Only 32.88**
25-1447 W –98-pc. set 75 lbs.. . . . **Only 55.97**





"KATHLEEN" FINE CHINA DINNERWARE

Add new elegance to your dining with this lovely pattern! Features a colorful floral and foliage spray design on white china. Modern coupe-shaped pieces are trimmed with sparkling platinum for that unmistakable look of luxury. It's quality china you'll be happy to use—a service resplendent for its deep luster, translucency, and beauty. **No down payment—see page 789.**

25-0290 W—57-pc. set. Wt. 45 lbs. **32.88**
25 0282 W—98-pc. set. Wt. 75 lbs. . **55.97**

"MARCY" FINE CHINA DINNERWARE

Perfect for any serving occasion from family dinners to festive parties! A golden and topaz rose spray combines with feathery gray ferns and beige leaves—set against a white background. Modern coupe-shaped pieces are luxuriously edged with 22K gold. It's a service to be cherished by every hostess, admired by every guest. Fully vitrified—this fine china is chip and break resistant. **No down payment.**

25-1637 W—57-pc. set. Wt. 45 lbs. **Only 32.88**
25-1629 W 98-pc. set Wt. 75 lbs.. . **Only 55.97**

"BONNIE" FINE CHINA DINNERWARE

A charming pattern dedicated to the young in heart! A wispy, delicate arrangement of chrysanthemum-like flowers expressed in soft tones of gray, beige, pink, and gold on a lustrous white background. The modern coupe-shaped pieces are richly decorated with platinum for a note of elegance. Crafted in Japan and fully vitrified, this fine china has a deep luster, is chip and break resistant. **No down payment.**

25-1413 W—57-pc. set. 45 lbs. . . **Only 32.88**
25 1033 W—98-pc. set. 75 lbs. . . . . **Only 55.97**

Open stock available for all patterns on both pages—write GMC Dept. 25 for details.
Use Credit Command to buy fine china now—read about it on page 789.

American Queen Fine China

Artfully casual

FINE CHINA IN THE MODERN MODE — ANY 49-PC. SET ONLY 34.97

Smart casual china in versatile, lighthearted patterns as modern as tomorrow, as gay and bright as all outdoors! Fully vitrified—has the luster and translucency found only in the finest china. GMC's American Queen brand name assures you of highest quality at the most reasonable price. 49-piece service for eight includes 8 each: 10-in. dinner plates, 8¼-in bread plates, 7½-in soup plates, saucers, and cups. Plus 4 EXTRA cups to keep your set complete. One each: 14-in. platter, 10-in. serving dish, sugar bowl with lid, and creamer. All plates, saucers, platter, and sugar lid are decorated. Other pieces in harmonizing solid color with white interiors. Not available—pay shipping charges on delivery.

[A] **"Loyce."** Sky-blue and dawn gray tri-tone diamonds on a pure white background. See information at left for full details. No down payment—see page 789.
21-1748 W 49-pc. set. 43 lbs. Only 34.97

[B] **"Nina."** Harlequin-patterned buttercup and beige on white. See information at left. No down payment—see page 789.
21-1805 W 49-pc. set. 43 lbs. Only 34.97

[C] **"Francy."** Vibrant canyon red and soft gold on white. See information at left. No down payment—see page 789.
21-1839 W 49-pc. set. 43 lbs. . . . Only 34.97

[D] **"Sandra."** Soft brown and beige tones in a delicately detailed pattern on lustrous white. See ordering information at left. No down payment—see page 789.
21-1755 W 49-pc. set. 43 lbs. . . Only 34.97

[E] **"Marcy."** Vivid ivy green and light beige in a smart "pine and needles" design on pure white. See ordering information at left. No down payment—see page 789.
21-1789 W 49-pc. set. 43 lbs. . . Only 34.97

Buy everything for your home the no-money-down way! Use GMC's marvelous Credit Command plan—see page 789 for complete details

Open-stock pieces available in all patterns on this page Write GMC, Dept 25-F, for details

BENRUS

FINE WATCH OF GUARANTEED ACCURACY

Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast. Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact — you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

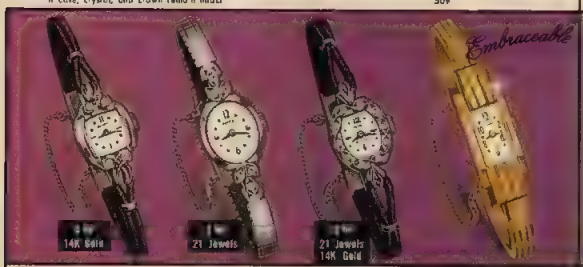
BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

© 1961 Benrus Watch Co.

Retail Prices Include Federal Tax
*if case, crystal, and crown remain intact

509

SURFANATIC . . . 17 jewels. Self-winding. Guaranteed Waterproof*. Yellow top, stainless steel back. Luminous, full-figure dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band
47-10J3790* ..... Retail $71.50



DIAMOND CREST . . . 17 jewels. White 14K Gold case. 4 genuine diamonds. Unbreakable mainspring. Shock-absorbing movement. Suede cord attachment with safety chain.
47-11J4990* Ret. $100.00
DIAMOND CREST "G" . . . Same as above in yellow.
47-12J4990* Ret. $100.00

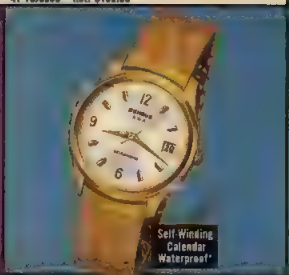
DIAMOND AURORA "21" . . . 21 jewels 8 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Flexible mesh bracelet with safety chain.
47-13J5495* Ret $115.00
DIAMOND AURORA "T" "21". As above in yellow.
47-14J5495* Ret. $115.00

DIAMOND STARBRIGHT "21" . . . 21 jewels 10 genuine diamonds. White 14K Gold case. Unbreakable mainspring. Suede cord with safety chain.
47-15J7520* Ret. $160.00
DIAMOND STARBRIGHT "W" "21". As above in white 10K Rolled Gold Plate top, stainless steel back
47-16J5995* Ret. $135.00

EMBRACEABLE TERRY . . . 17 jewels. All-yellow case. Unbreakable mainspring Watch and bracelet combined, safety chain.
47-17J4575* Ret. $100.00
EMBRACEABLE TERRY "W" Same as above in white.
47-18J4575* Ret. $100.00

WHIRLWIND "2" "28" . . . 25 jewels. Self-winding, Guaranteed Waterproof*. Stainless steel case. Luminous, black dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
47-19J3990* ..... Retail $79.50

EMBRACEABLE GLITTER "21" . . . 21 jewels. All-yellow case. Unbreakable mainspring Watch and bracelet combined, safety chain
47-20J5000* ..... Retail $110.00
EMBRACEABLE GLITTER "W" "21" . . . Same as above in white.
47-21J5000* ..... Retail $110.00



AUTO COUNT . . . 17 jewels. Self-winding, Guaranteed Waterproof*. Calendar feature. Yellow top, stainless stee. back Luminous hands with sweep second Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
47-22J4680* ..... Retail $82.50
AUTO COUNT "W" . . . Same as above in all stainless steel case.
47-23J3650* ..... Retail $75.00

VIKING "28" . . . 25 jewels. Self-winding. Guaranteed Waterproof* Yellow top, stainless steel back Luminous hands with sweep second, Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
47-24J4220* ..... Retail $85.00

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CITATION CASTLE . . . 17 Jewels. All-yellow case. Unbreakable mainspring. Matching, adjustable expansion bracelet

48-1013345* ..... Retail $71.50

CITATION CASTLE "W" . . . Same as above in white

48-1113345* ..... Retail $71.50

CITATION GOLDEN CONVAIR "39" . . . 39 Jewels. Self-winding, Guaranteed Waterproof* 14K Gold case. Calendar feature hidden crown. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.

48-1208714* ..... Retail $215.00

CITATION GOLDEN CONVAIR "W" "39" . . . Same as above in 10K Gold-filled case

48-1308700* ..... Retail $150.00

CITATION CARRIE "21". 21 jewels. All-yellow case. Unbreakable mainspring. Matching, adjustable expansion bracelet.

48-1413638* ....Ret. $78.50

CITATION/CARRIE "W" "21" Same as above in white

48-1513635* ....Ret. $78.50

CITATION GOLDEN CONNIE "21". 21 jewels. Yellow 14K Gold case. Unbreakable mainspring. Flexible bracelet, safety chain

48-1814286* ..Ret. $92.50

CITATION GOLDEN CONNIE "W" "21" Same as above in white

48-1714286* ..Ret. $92.50

CITATION GOLDEN CINDY "21". 21 jewels. Yellow 14K Gold case. Unbreakable mainspring. Matching, adjustable expansion bracelet.

48-1814586* Ret. $100.00

CITATION GOLDEN CINDY "W" "21" . . . Same as above in white.

48-1914586* Ret. $100.00

CITATION GOLDEN CORA "21". 21 jewels. Yellow 14K Gold case Unbreakable mainspring Blending adjustable link bracelet with safety chain.

48-2015175* Ret. $115.00

CITATION GOLDEN CORA "W" "21" . . . Same as above in white.

48-2115175* Ret. $115.00

CITATION COLLINS "21" . . . 21 jewels 14K Gold case. Shock-absorbing movement, unbreakable mainspring. Genuine alligator strap

48-2215700* ..... Retail $125.00

CITATION COLLINS "W" "21" . . . Same as above in all-yellow case

48-2313800* ..... Retail $82.50

CITATION CHIEFTAN "39" . . . 39 jewels. Self-winding, Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band

48-2414790* ..... Retail $100.00

CITATION CAPTAIN "25" . . . 25 jewels. Self-winding, Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.

48-2514690* ..... Retail $92.50

CITATION COMMANDER "21" . . . 21 jewels. Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.

48-2613700* ..... Retail $71.50

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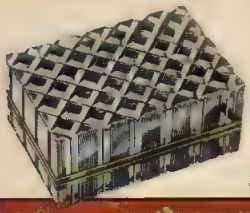

Marlin . . . 17 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Genuine leather strap.
49-[illegible] ..... Retail $39.75

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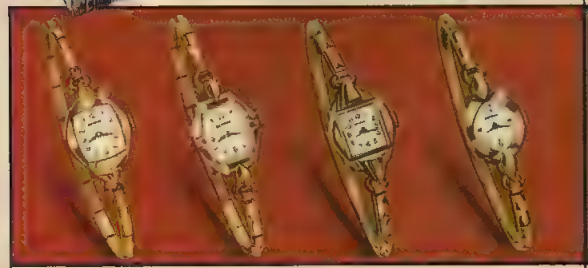

Renee . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Full-figure dial. Unbreakable mainspring. Matching adjustable expansion bracelet
49-11/2590*... Ret. $39.75
Renee "W" . . . Same as above in white
49-12/2590* Ret. $39.75

Miss Robin . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Matching adjustable expansion bracelet
49-13/2680* ..Ret. $49.50
Miss Robin "W" . . . Same as above in white
49-14/2680*....Ret. $49.50

Lady Martha . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Full-figure dial. Unbreakable mainspring. Matching, adjustable expansion bracelet
49-15/2690*...Ret. $55.00
Lady Martha "W" . . . Same as above in white
49-16/2690* Ret. $55.00

Lady Jay . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Matching, adjustable expansion bracelet
49-17/3110*... Ret. $59.50
Lady Jay "W" . . . Same as above in white
49-18/3110*... Ret. $59.50

Brooke . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Genuine lizard strap
49-19/2510* .....Retail $39.75

Miss Jane . . . 17 jewels. Yellow top, stainless steel back. Unbreakable mainspring. Matching, adjustable expansion bracelet
49-20/3415* .....Retail $75.00
Miss Jane "W" . . . Same as above in white.
49-21/3415* .....Retail $75.00

Ocean Reef . . . 17 jewels. Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-Absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
[illegible] ..... Retail $62.50

Tyler . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
49-23/2680* .....Retail $49.50

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SEA QUEEN . . . 17 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching expansion band.
7421W2990 . . . . . Retail $59.50

SEA SPRITE . . . Same as above in yellow top, stainless steel back.
7422W3480 . . . . . Retail $71.50

NORDIC . . . 17 jewels. Self-winding. Guaranteed Waterproof*. Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
7411W3390 . . . . . Retail $59.50

NORDIC "Z". Same as above with black dial.
7412W3390 . . . . . Retail $69.50

DIAMOND BRILLIANT . . . 17 jewels. 2 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Matching, adjustable expansion bracelet.
7423W3330 . . . . . Ret. $59.50

DIAMOND BRILLIANT "T". Same as above in yellow.
7424W3330 . . . . . Ret. $59.50

DIAMOND VENUS . . . 17 jewels. 2 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Flexible mesh bracelet, safety chain.
7425W3850 . . . . . Ret. $75.00

DIAMOND VENUS "T" . . . Same as above in yellow.
7426W3850 . . . . . Ret. $75.00

EMBRACEABLE JAN . . . 17 jewels. Yellow 10K Rolled Gold Plate top, stainless steel back. Full-figure dial. Unbreakable mainspring. Watch and bracelet combined, safety chain.
7427W3190 . . . . . Ret. $85.00

EMBRACEABLE JAN "W". Same as above in white.
7428W3190 . . . . . Ret. $85.00

EMBRACEABLE ELLA "21". 21 jewels. Yellow 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Watch and bracelet combined, safety chain.
7429W3885 . . . . . Ret. $82.50

EMBRACEABLE ELLA "W". "21". As above in white.
7430W3885 . . . . . Ret. $82.50

COURTNEY . . . 17 jewels. Yellow top, stainless steel back. Sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
7413W2990 . . . . . Retail $59.50

COURTNEY "Z". Same as above with black dial.
7414W2990 . . . . . Retail $59.50

RACER "21" . . . 21 jewels. Guaranteed Waterproof*. Ultra thin. Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
7419W3080 . . . . . Retail $59.50

RACER "Z" "21" Same as above with black dial.
7420W3080 . . . . . Retail $59.50

SEAPORT . . . 17 jewels. Guaranteed Waterproof*. Yellow top, stainless steel back. Luminous dial with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
7417W2990 . . . . . Retail $59.50

SEAPORT "Z". Same as above with black dial.
7418W2990 . . . . . Retail $59.50

WATER GUIDE . . . 17 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous full-figure dial with sweep second hand. Shock-absorbing movement unbreakable mainspring. Matching, adjustable expansion band.
7415W2680 . . . . . Retail $55.00

WATER GUIDE "Z" Same as above with black dial.
7416W2680 . . . . . Retail $55.00

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Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast. Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact — you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

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SURFAMATIC . . . 17 jewels. Self-winding. Guaranteed Waterproof* Yellow top, stainless steel back. Luminous, full-figure dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching adjustable expansion band
7431W3780 ..... Retail $71.50
SURFAMATIC "Z". As above with black dial
7432W3790 ..... Retail $71.50

DIAMOND CREST . . . 17 jewels. White 14K Gold case 4 genuine diamonds Unbreakable mainspring Shock-absorbing movement. Suede cord attachment with safety chain
7437W4990 . Ret. $100.00
DIAMOND CREST "G" . . . Same as above in yellow
7438W4990 . Ret. $100.00

DIAMOND AURORA "21" . . . 21 jewels. 6 genuine diamonds White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring Flexible mesh bracelet with safety chain
7439W5485 Ret. $115.00
DIAMOND AURORA "I" "21". As above in yellow.
7440W5485 Ret. $115.00

DIAMOND STARBRIGHT "W" "21". As above in white 10K Rolled Gold Plate top, stainless steel back
7442W5985 Ret. $135.00
DIAMOND STARBRIGHT "W" "21". As above in white 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Suede cord with safety chain
7441W7520 Ret. $150.00

EMBRACEABLE TERRY . . . 17 jewels. All-yellow case Unbreakable mainspring Watch and bracelet combined, safety chain.
7443W4575 Ret. $100.00
EMBRACEABLE TERRY "W" Same as above in white
7444W4575 . Ret. $100.00

WHIRLWIND "Z" "25" . . . 25 jewels. Self winding. Guaranteed Waterproof* Stainless steel case Luminous, black dial with sweep second hand Shock-absorbing movement, unbreakable mainspring. Matching adjustable expansion band
7433W3990 ..... Retail $79.50
WHIRLWIND "25". As above with white dial
7434W3990 ..... Retail $79.50

EMBRACEABLE GLITTER "21" . . . 21 jewels All-yellow case. Unbreakable mainspring Watch and bracelet combined, safety chain
7445W5000 ..... Retail $110.00
EMBRACEABLE GLITTER "W" "21" . . . Same as above in white.
7446W5000 ..... Retail $110.00

AUTO COUNT . . . 17 jewels Self-winding Guaranteed Waterproof* Calendar feature Yellow top stainless steel back Luminous hands with sweep second Shock-absorbing movement, unbreakable mainspring Matching adjustable expansion band
7447W4490 ..... Retail $92.50
AUTO COUNT "A" . . . Same as above in all stainless steel case
7448W3880 ..... Retail $75.00

VIKING "25" . . . 25 jewels. Self-winding. Guaranteed Waterproof*. Yellow top, stainless steel back. Luminous hands with sweep second Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
7435W4220 ..... Retail $85.00
VIKING "Z" "25". As above with black dial
7436W4220 ..... Retail $85.00

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CITATION CASTLE . . . 17 jewels. All-yellow case. Unbreakable mainspring. Matching, adjustable expansion bracelet

7457W3345 ..... Retail $71.50

CITATION CASTLE "W" Same as above in white

7458W3345 Retail $71.50

CITATION GOLDEN CONVAIR "39" . . . 39 jewels. Self-winding, Guaranteed Waterproof*. 14K Gold case. Calendar feature, hidden crown. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band

7448W3714 ..... Retail $215.00

CITATION GOLDEN CONVAIR "Y" "39" . . . Same as above in 10K Gold filled case

7450W6700 ..... Retail $150.00

CITATION CARRIE "21". 21 jewels. All-yellow case. Unbreakable mainspring. Matching, adjustable expansion bracelet.

7459W3835 Ret. $79.50

CITATION CARRIE "W" "21" Same as above in white

7460W3835 Ret. $79.50

CITATION GOLDEN CONNIE "21". 21 jewels. Yellow 14K Gold case. Unbreakable mainspring. Flexible bracelet safety chain

7461W4260 Ret. $92.50

CITATION GOLDEN CONNIE "W" "21" . . . Same as above in white.

7462W4260 Ret. $92.50

CITATION GOLDEN CINDY "21". 21 jewels. Yellow 14K Gold case. Unbreakable mainspring. Matching, adjustable expansion bracelet.

7463W4560 Ret. $100.00

CITATION GOLDEN CINDY "W" "21" . . . Same as above in white.

7464W4560 Ret. $100.00

CITATION GOLDEN CORA "21". 21 jewels. Yellow 14K Gold case. Unbreakable mainspring. Bending adjustable link bracelet with safety chain.

7465W5175 Ret. $115.00

CITATION GOLDEN CORA "W" "21" . . . Same as above in white

7466W5175 Ret. $115.00

CITATION COLLINS "21" . . . 21 jewels. 14K Gold case. Shock-absorbing movement, unbreakable mainspring. Genuine alligator strap

7451W5700 ..... Retail $125.00

CITATION COLLINS "Y" "21" . . . Same as above in all-yellow case

7452W3890 ..... Retail $82.50

CITATION CHIEFTAN "39" . . . 39 jewels. Self-winding, Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band

7456W4780 ..... Retail $100.00

CITATION CAPTAIN "23" . . . 25 jewels Self-winding, Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band

7455W4480 ..... Retail $92.50

CITATION COMMANDER "21" . . . 21 jewels. Guaranteed Waterproof*. All-yellow case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.

7453W3700 ..... Retail $71.50

CITATION COMMANDER "Z" "21" . . . Same as above with black dial.

7454W3700 ..... Retail $71.50

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SEA QUEEN . . . 17 jewels. Guaranteed Waterproof* Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching expansion band.
9J23X2990 ..... Retail $59.50

SEA SPRITE Same as above in yellow top, stainless steel back.
9J24X3480 ..... Retail $71.50

NORDIC . . . 17 jewels. Self-winding, Guaranteed Waterproof* Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expans on band.
9J13X3390 ..... Retail $58.50

NORDIC "Z" Same as above with black dial.
9J14X3390 ..... Retail $59.50

DIAMOND BRILLIANT . . . 17 jewels. 2 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Matching, adjustable expansion bracelet.
9J25X3330 ..... Ret. $59.50

DIAMOND BRILLIANT "Y" Same as above in yellow.
9J26X3330 ..... Ret. $59.50

DIAMOND VENUS . . . 17 jewels. 2 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Flexible mesh bracelet, safety chain.
9J27X3850 ..... Ret. $75.00

DIAMOND VENUS "Y" . . . Same as above in yellow.
9J28X3850 ..... Ret. $75.00

EMBRACEABLE JAN . . . 17 jewels. Yellow 10K Rolled Gold Plate top, stainless steel back. Full-figure dial. Unbreakable mainspring. Watch and bracelet combined, safety chain.
9J29X3190 Ret. $85.00

EMBRACEABLE JAN "W" Same as above in white.
9J30X3190 ..... Ret. $85.00

EMBRACEABLE ELLA "21". 21 jewels. Yellow 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Watch and bracelet combined, safety chain.
9J31X3885 ..... Ret. $82.50

EMBRACEABLE ELLA "W" "21" As above in white.
9J32X3885 ..... Ret. $82.50

COURTNEY . . . 17 jewels. Yellow top, stainless steel back. Sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
9J15X2890 ..... Retail $59.50

COURTNEY "Z" Same as above with black dial.
9J16X2990 ..... Retail $59.50

RACER "21" . . . 21 jewels. Guaranteed Waterproof* Ultra thin Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching adjustable expansion band.
9J21X3080 ..... Retail $59.50

RACER "Z" "21" Same as above with black dial.
9J22X3080 ..... Retail $59.50

SEAPORT . . . 17 jewels. Guaranteed Waterproof*. Yellow top stainless steel back. Luminous dial with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
9J19X2990 ..... Retail $58.50

SEAPORT "Z" Same as above with black dial.
9J20X2990 ..... Retail $58.50

WATER GUIDE . . . 17 jewels. Guaranteed Waterproof* Stainless steel case. Luminous full-figure dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expans on band.
9J17X2690 ..... Retail $55.00

WATER GUIDE "Z" Same as above in black dial.
9J18X2690 ..... Retail $55.00

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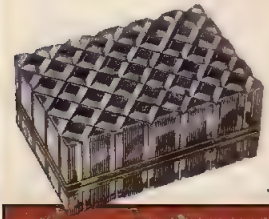

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Merlin . . . 17 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Genuine leather strap.
9J1X2510 ..... Retail $39.75

Merlin "Z" As above with black dial
9J2X2510 ..... Retail $39.75

Renee . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Full-figure dial. Unbreakable mainspring. Matching, adjustable expansion bracelet.
9J5X2590 ..... Ret. $38.75

Renee "W" . . . Same as above in white.
9J6X2590 ... Ret. $39.75

Miss Robin . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Matching adjustable expansion bracelet.
9J7X2680 ..... Ret. $49.50

Miss Robin "W" . . . Same as above in white.
9J8X2680 Ret. $49.50

Lady Martha . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Full-figure dial. Unbreakable mainspring. Matching, adjustable expansion bracelet.
9J9X2690 Ret. $55.00

Lady Martha "W" . . . Same as above in white.
9J10X2690 Ret. $55.00

Lady Joy . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Matching, adjustable expansion bracelet.
9J11X3110 . . Ret. $59.50

Lady Joy "W" . . . Same as above in white.
9J12X3110 Ret. $59.50

Brooke . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement. Unbreakable mainspring. Genuine lizard strap.
9J3X2510 ..... Retail $39.75

As a gift or for yourself — Belforte assures accuracy and clean good looks at low, low prices — Guaranteed for one full year.

Lady Kathy . . . 17 jewels. Yellow top, stainless steel back. Shock-resistant, unbreakable mainspring. Full-figure dial. Expansion bracelet.
9J47X1633 ..... Retail $35.75

Lady Kathy "W" . . . Same as above in white.
9J48X1633 ..... Retail $35.75

Sea Conqueror . . . 17 jewels. Guaranteed Waterproof*. Chrome top, stainless steel back. Shock-resistant, unbreakable mainspring. Luminous full-figure dial with sweep second hand. Expansion band.
9J49X1588 ..... Retail $29.95

Tyler . . . 17 jewels. Yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
9J4X2680 ..... Retail $49.50

BENRUS

FINE WATCH OF GUARANTEED ACCURACY

Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast. Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact — you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

© 1961 Benrus Watch Co.

Retail Prices Include Federal Tax
*If case, crystal, and crown remain intact

SURFAMATIC . . . 17 jewels. Self-winding. Guaranteed Waterproof* Yellow top, stainless steel back. Luminous, full-figure dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band
9J33X3790 ..... Retail $71.50
SURFAMATIC "Z" As above with black dial.
9J34X3790 ..... Retail $71.50

DIAMOND CREST . . . 17 jewels. White 14K Gold case 4 genuine diamonds. Unbreakable mainspring. Shock-absorbing movement. Suede cord attachment with safety chain
9J39X4980 Ret. $100.00
DIAMOND CREST "G" . . . Same as above in yellow
9J40X4980 Ret. $100.00

DIAMOND AURORA "21" . . . 21 jewels. 8 genuine diamonds. White 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Flexible mesh bracelet with safety chain
9J41X5495 Ret. $115.00
DIAMOND AURORA "Y" "21" As above in yellow
9J42X5495 ... Ret. $115.00

DIAMOND STARBRIGHT "21" . . . 21 jewels. 10 genuine diamonds. White 14K Gold case. Unbreakable mainspring. Suede cord with safety chain
9J43X7520 Ret. $160.00
DIAMOND STARBRIGHT "W" "21" As above in white 10K Rolled Gold Plate top, stainless steel back
9J44X5995 ... Ret. $135.00

EMBRACEABLE TERRY . . . 17 jewels. All-yellow case. Unbreakable mainspring. Watch and bracelet combined, safety chain
9J45X4575 Ret. $100.00
EMBRACEABLE TERRY "W" Same as above in white.
9J46X4575 ... Ret. $100.00

WHIRLWIND "2" "25" . . . 25 jewels. Self winding. Guaranteed Waterproof* Stainless steel case. Luminous dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Matching adjustable expansion band.
9J35X3990 ..... Retail $79.50
WHIRLWIND "25" As above with white dial
9J36X3990 ..... Retail $79.50

BELFORTE
COMPANION WATCH TO THE WORLD FAMOUS BENRUS
Belforte watches for 1962 bring new beauty, styling and accuracy. Guaranteed for 1 full year.
2 ♥
17 Jewels
17 Jewels
Self-Winding

DIAMOND AMBER . . . 17 jewels. 2 genuine 8-facet diamonds. White 10K Rolled Gold Plate top, stainless steel back. Shock-resistant. Unbreakable mainspring. Jewelled movement. Expansion bracelet.
9J50X2396 ... Ret. $45.00
DIAMOND AMBER "Y" Same as above in yellow
9J51X2396 ... Ret. $45.00

SEA ADMIRAL. 17 jewels. Self winding. Guaranteed Waterproof* Chrome top, stainless steel back. Luminous dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Jewelled lever movement. Expansion band.
9J52X2396 ... Ret. $45.00

VIKING "25" . . . 25 jewels. Self-winding. Guaranteed Waterproof* Yellow top, stainless steel back. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Matching, adjustable expansion band.
9J37X4220 ..... Retail $85.00
VIKING "Z" "25" As above with black dial
9J38X4220 ..... Retail $85.00

A "MARK" 17-JEWEL WATCH

Ruggedly masculine—yet sleekly modern in design—the ideal watch for special occasions! Has shock resistant Swiss movement. Small second hand. Golden case with stainless steel back plus matching expansion band. Your choice of two dials—white or sophisticated black. Shpg. wt. ½ lb.

10-1626 V—White dial 23.95
10-1634 V—Black dial 23.95

B "VIKING" 17-JEWEL WATERPROOF*

Handsome masculine styling plus dependable 17-jewel movement in a durable waterproof* watch. Wear it anywhere—and receive compliments galore! Accurate—shock-and-dust resistant. With sweep second hand and convenient Nite-glo dial—easy to read anytime! Case has lustrous chromed top, stainless steel back. Matching expansion band.

10-1584 V—Shpg. wt. ½ lb. 19.50

C VERI-THIN "STERLING" 17-JEWEL

Smart modern design attains the peak of perfection in precision and styling! It's the perfect watch for any occasion! Waterproof*, shock and dust-resistant. Has easy-to-read Nite-glo dial, sweep second hand. Golden case has stainless steel back—matching expansion band. No down payment—see page 789.

10-1477 V—Shpg. wt. ½ lb. 27.95

Use GMC's Credit Command to buy a man's watch—see page 789 for complete details

GRUEN

Gruen—the name long synonymous with handsome watches and dependable accuracy—in a collection of fine men's watches. All watches on this page feature famous Gruen precision movements—unbeatable for lasting accuracy. Finely-crafted Gruen movements are anti-magnetic, have unbreakable mainsprings. They're beautifully styled—and all are gift-boxed. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES.

G 24.95 E 27.95 A 30.50 B 29.95 J 27.50 C 45.00

D VERI-THIN "GLACIER" 17-JEWEL

Tops in style and performance! Waterproof*, shock-and-dust resistant—lasting durability for the active man! Luminous Nite-glo hands, sweep second hand. Fine all stainless steel case—sturdy yet attractive. With matching expansion band.

10-1485 V—Shpg. wt. ½ lb . 24.95

E VERI-THIN "TROOPER" 17-JEWEL

So sleek and thin—elegantly modern in design! Shock and dust resistant—waterproof* Nite-glo dial, sweep second hand. Golden case has stainless steel back. Expansion band. Your choice of two smart dials—white or black. Wt. ½ lb. No down payment.

10-1493 V—White dial 27.95
10-1501 V—Black dial 27.95

A VERI-THIN "GENERAL" WATERPROOF*

Truly a leader in style and precision! Shock resistant movement features 17-jewel accuracy—Handsome one-piece waterproof* case is 10K yellow rolled gold plate. Expansion band. Your choice of white or black dial. Shpg. wt. ½ lb. No down payment. See page 789.

10-1535 V—White dial 30.50
10-1543 V—Black dial 30.50

B VERI-THIN "HAWK" 17-JEWEL

Boldly masculine! Waterproof* Movement is shock and dust-resistant. Convenient Nite-glo dial—easy to see the time night or day. Sweep second hand. 10K yellow rolled gold plate case. Matching expansion band. No down payment—see page 789 for complete details.

10-1527 V—Shpg. wt. ½ lb. 29.95

J "JUDD" 17-JEWEL WATCH

Rugged masculine design plus always accurate Gruen precision movement. Shock resistant. Small second hand. Classic square case has 10K yellow rolled gold plate top, durable stainless steel back. Matching expansion band. No down payment.

10-1618 V—Shpg. wt. ½ lb 27.50

C "STEPHEN" 3-DIAMOND DIAL

Classic modern styling highlighted by 3 sparkling diamonds on the dial—a sure bet to "shine" on any man's wrist! 17-jewel shock resistant movement. Small second hand. Case has 10K white rolled gold plate top, stainless steel back. Matching expansion band. No down payment.

10-1766 V—Shpg. wt. ½ lb 45.00

*Watches are water-and-dustproof as long as crystal, crown, and case remain intact

A AUTO-WIND "TROTTER" 25-JEWEL
25-jewel movement is self-winding—waterproof,* shock-and-dust resistant. Sweep second hand. 10K yellow rolled gold plate case. Matching expansion band. Choice of black or white dial. ½ lb. **No down payment.**
10-1667 V—White dial 48.95
10-1675 V— Black dial 48.95

B AUTO-WIND "COSMIC" 65-JEWEL
Out of this world styling and precision! Self-winding for the man on the go! Waterproof*, dust and shock resistant movement. Sweep second hand. 10K yellow rolled gold plate case. Matching expansion band. **No down payment—see page 789**
10-1600 V Shpg. wt. ½ lb 68.00

C AUTO-WIND "ATLANTIC" 17-JEWEL
Trim and slim! Self-winding 17-jewel waterproof* movement resists dust and shock. Nite-glo dial, sweep second hand. Case has chromed top, stainless steel back. Matching expansion band. **No down payment.**
10-1717 V—Shpg. wt. ½ lb. 29.95

D AUTO-WIND "SPARTA" 17 JEWEL
Smart masculine styling plus fine self-winding 17-jewel waterproof* movement. Resistant to shock and dust. Easy-to-see Nite-glo dial. Case has golden top, stainless steel back. Matching expansion band. **No down payment—see page 789 for complete details**
10-1659 V—Shpg. wt. ½ lb. . . 35.95

The precision watch since 1874—symbol of quality the world over. Handsome men's watches have famous Gruen anti-magnetic precision movements—with unbreakable mainsprings. Each watch on this page is a Gruen "Auto-Wind"—wind it once, and forget it! It winds itself, by the natural movement of your wrist. All are gift-boxed. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES. Use GMC's Credit Command—see page 789

GRUEN

E 76.95 **G 36.50** **H 48.95** **J 34.95** **K 42.00** **L 37.00**

E AUTO-WIND "CHAIRMAN" 25-JEWEL
Unprecedented elegance and precision in a 25 jewel executive watch. Self winding—water proof* dust-and-shock resistant. Gold-applied dial, sweep second hand. Elegant 14K solid yellow gold case. Matching expansion band. **No down payment—see page 789.**
10-1709 V Shpg. wt. ½ lb. 76.95

G AUTO-WIND "HUNTER" 25-JEWEL
Sure to "bag" compliments everywhere! Self-winding 25-jewel waterproof* movement resists shock and dust. Nite-glo dial, sweep second hand. Case has chromed top, stainless steel back. Expansion band. Choice of black or white dial. **No down payment.**
10-1774 V—White dial 36.50
10-1782 V Black dial 36.50

H AUTO-WIND "MAYOR" 23-JEWEL CALENDAR
A must for the active man! Smarty-styled face has magnified date calendar. Fine 23-jewel movement is self winding, waterproof*, shock and dust resistant. Nite-glo dial, sweep second hand. 10K yellow rolled gold plate top, stainless steel back. Matching expansion band. **No down payment—see page 789.**
10-1683 V Shpg. wt. ½ lb. 48.95

J AUTO-WIND "EXPLORER" 17-JEWEL
Fine dependable watch with rugged he-man styling! Self-winding waterproof*, dust and shock resistant. Nite-glo dial has raised polished minute markers, sweep second hand. Stainless steel case as sturdy as it is handsome. Expansion band. **No down payment—see page 789 for details.**
10 1741 V—Shpg. wt. ½ lb. 34.95

K AUTO-WIND "BANKER" 25-JEWEL
You can bank on this handsome watch to give years of fine, dependable service! Self-winding waterproof* movement resists dust and shock. Nite-glo dial has sweep second hand. Case has golden top, stainless steel back. Expansion band. **No down payment.**
10 1691 V Shpg. wt ½ lb 42.00

L AUTO-WIND "SKEETER" 25-JEWEL
Handsomely styled yet rugged watch features automatic self-winding movement. Waterproof*, shock and dust resistant. Dial has polished gold stick markers, sweep second hand. Durable case has chromed top, stainless steel back. Matching expansion band. **No down payment—see page 789.**
10-1550 V—Shpg. wt ½ lb. 37.00

*Watches are water-and-dustproof as long as crystal, crown, and case remain intact

A LOVELY 17 JEWEL "HELENA" WATCH

Exceptionally beautiful—a gift to be appreciated for years! With its gracefully tapered sides and modern dome crystal it's truly an eye-catching timepiece. Has Gruen's precision-crafted 17-jewel movement for your assurance of dependable service. Watch is shock- and dust-resistant—anti-magnetic too. Has 10K rolled gold plate top with matching expansion bracelet. Wt. ½ lb.

10-1790 V—Yellow gold 23.50
10-2012 V—White gold 23.50

B 17 JEWEL "PETITE MARIE" WATCH

It's so little—it's so lovely—a truly petite treasure! Watch is tiny enough to slip smoothly through a ring—so charming on any wrist. Stunning new styling—modern tear-drop shaped watch is exquisitely highlighted by a slender matching expansion bracelet. Has precise 17-jewel movement—and unbreakable mainspring. It's long-wearing—shock- and dust-resistant 10K gold plate top . Shpg. wt. ½ lb. **No down payment—see page 789.**

10-1964 V Yellow gold 33.95
10-1873 V White gold 33.95

C 17-JEWEL "CARRESSIBLE GINA" BRACELET WATCH

Dramatic watch bracelet—it's the ideal gift for that very special occasion! So timely, so lovely—sure to be cherished and used for years. Faceted bracelet is contoured to fit the wrist perfectly. Accurate 17-jewel movement. Shock- and dust-resistant * 10K rolled gold plate top with 10K gold filled bracelet. Safety chain. Shpg. wt. ½ lb. **No down payment —see page 789.**

10-1808 V—Yellow gold 29.88
10-1816 V—White gold 29.88

GRUEN

The precision watch since 1874—symbol of quality the world over. Famous Gruen precision movements are anti-magnetic, have unbreakable mainsprings. They're beautifully styled—and made to give years of dependable performance. All smartly gift-boxed. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES

D 26.50 E 24.50 B 24.95

H 44.25 J 28.95 K 22.50

D 17 JEWEL "DORA" WATCH

Surprise her with an exquisite watch to enhance any ensemble—it's the ideal gift for any occasion! The ultimate in oval-shaped loveliness. 17-jewel movement is anti-magnetic, has unbreakable mainsprings. Resists shock and dust. 10K rolled gold plate top. Matching expansion bracelet with Florentine trim. Wt. ½ lb. **No down payment—see page 789.**

10-1915 V—Yellow gold 26.50
10-1824 V White gold 26.50

E 17-JEWEL "BESS" WATCH

Sculptured styling adds flattering glamour to your wrist. So lovely—and so right with any costume! Gruen offers the very best in precision workmanship—accurate 17-jewel movement and unbreakable mainspring. It's shock-resistant and dust-resistant for dependable service. 10K rolled gold plate top. Matching expansion bracelet with Florentine trim. ½ lb.

10-1642 V—Yellow gold 24.50
10-1758 V White gold 24.50

B 17-JEWEL "CAROL" WATCH

Dramatically styled to catch the watchful eye! The wearer of this watch will be proud of its air of sophistication. Accurate 17-jewel movement for a lifetime of dependable service. It's anti-magnetic—shock- and dust-resistant 10K rolled gold plate top, faceted crystal. 10K gold filled matching expansion bracelet. Wt. ½ lb. **No down payment—see page 789.**

10-1832 V—Yellow gold 24.95
10-1840 V –White gold 24 95

H 17-JEWEL "LORRIE" AUTOWIND

It loves the outdoors—you'll love its clean fresh lines! So practical—it's self-winding, waterproof, shock- and dust-resistant. 17-jewel movement with unbreakable mainspring. Your assurance of dependable service is the name Gruen—famous for making "precision" their password. 10K yellow rolled gold top. Luminous dial. Sweep second hand. Matching expansion bracelet. **No down payment—see page 789.**

10-1907 V –Wt ½ lb 44.25

J 17-JEWEL "MERMAID" WATCH

So feminine, yet so practical too! Distinctively styled to wear for dress occasions—durably crafted for active participation in any sport. Precision-fitted case seals out moisture, dust, dirt. It's waterproof* too! Shock-protected 17 jewel movement. Full numeral dial, sweep second hand. Yellow top. Matching expansion bracelet with Florentine trim. **No down payment—see page 789.**

10-1576 V—Wt. ½ lb 28.95

K 17-JEWEL "SEA MAID" WATCH

Beautifully styled with elegant simplicity—appropriate for dress or casual wear! Waterproof*—accidental dousing can't harm it. 17-jewel movement is shock- and dust-resistant, has unbreakable mainspring—a truly precision timepiece in all respects. Attractive chrome-plated top. Golden hands, numerals. With a matching expansion bracelet **No down payment—see page 789.**

10-1568 V—Wt. ½ lb. 22.50

*As long as the crystal, crown, and case of your Gruen timepiece remain intact.

GRUEN

87 YEARS OF CRAFTSMANSHIP

WATERPROOF*
VERI-THIN ADMIRAL
17 Jewels. Shock and dust resist. Nite-glo dial. Al steel case. Expansion band.
4677W2495
Retail $49.75

17 JEWELS
VERI-THIN DEXTER
Stainless steel back. Expansion band.
4678W2420
Retail $59.50

WATERPROOF*
VERI-THIN NEW YORKER
Dust resist. 10 kt. Rolled Gold plate case. Expansion band.
4679WJ050
Retail $65.00
As above with black dial
4680WJ050
Retail $65.00

WATERPROOF*
VERI-THIN RITZ
17 Jewels. Dust shock resist. 10 kt. Rolled Gold Plate case. Expansion band.
4683W2995
Retail $71.50

17 JEWELS
CARESSABLE MEG
10 kt. Rolled Gold Plate top, stainless steel back. 10 kt. Gold Filled arms. Safety chain.
4689W2975
Retail $65.00
As above in white
4690W2975
Retail $65.00

4 DIAMONDS
DIAMOND DUCHESS
17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.
4681W4050
Retail $71.50

2 DIAMONDS
CARESSABLE AMELIA
10 kt. Rolled Gold Plate top, stainless steel back. 10 kt. Gold Filled arms. 17 Jewels. Safety chain.
4687W4070
Retail $88.50
As above in yellow
4688W4070
Retail $89.50

WATERPROOF*
VERI-THIN POLARIS
Dust and shock resist. 17 Jewels. Stainless steel back. Expansion band.
4681W2725 Retail $59.50
As above with black dial
4682W2725...Retail $59.50

17 JEWELS
ELLEN
10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.
4685W2900
Retail $59.50
As above in white
4686W2600
Retail $59.50

SELF-WINDING
AUTOWIND EDITH
Water* shock and dust resist. 17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.
4684W4600
Retail $95.00

*as long as case, crown, crystal remain intact

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS... ARE ANTI-MAGNETIC HAVE DUST AND SHOCK PROOF CROWNS

Proud product of the Watchmaker's Art and Skill...

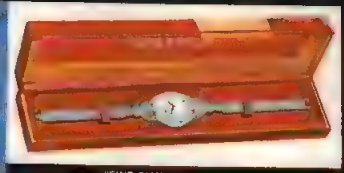
4 DIAMOND CASE

VERITHIN VICEROY

Luxurious 14 kt. gold watch. 17 Jewels. Suede strap.

4683W1350

Retail $200.00



"FINE QUALITY PACKAGE"

EMBASSY

17 Jewels. Distinctive new design. Expansion band.

4682W5350 . . . Retail $110.00

3 DIAMOND DIAL

EXECUTIVE

17 Jewels. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion band.

4694W4500 . . . Retail $95.00

DIAMOND GLORY

Formal magnificence. 17 Jewels. Expansion bracelet.

4704W5820

Retail $150.00

4 DIAMOND

DIAMOND PAT

17 Jewels. Kreisler expansion bracelet.

4705W4850 . . . Retail $100.00

As above in yellow gold

4706W4800 . . . Retail $100.00

AUTOWIND

AUTOWIND POWER KING

Waterproof*, self-winding, shock, dust resist. 10 kt. Rolled Gold Plate top, stainless steel back. Bonnet expansion band.

Retail $150.00

PETITE HARMONY

New faceted design. 17 Jewels. Expansion bracelet.

4702W4058 . . . Retail $79.50

As above in white gold

4703W4858 . . . Retail $79.50

PETITE FIESTA

17 Jewels. Faceted crystal.

4697W4858 . . . Retail $65.00

As above in white gold

4697W4808 . . . Retail $65.00

PETITE TULIP

10 kt. Rolled Gold Plate case. Expansion bracelet.

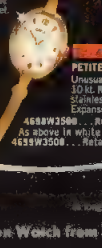
4700W3750

Retail $79.50

As above in white

4701W3750

Retail $79.50



PETITE ANN

Unusual oval shape. 10 kt. Rolled Gold Plate top, stainless steel back. Expansion bracelet.

4698W3500 . . . Retail $71.50

As above in white

4699W3500 . . . Retail $71.50

SO EXQUISITELY FEMININE

Symbol of Quality The World Over

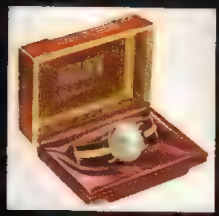
RETAIL PRICES INCLUDE FEDERAL TAX.

World Famous Gruen Watch from Bennett Brothers, Inc.

THE GRUEN WATCH COMPANY

Bienne
Geneva
Toronto
New York

The New Self-Winding Autowind



GIFT PACKAGE

WATER RESIST

AUTOWIND ROCKET
Self-winding, shock and dust resist. 17 Jewels. Nite-glo dial. Chrome plated top, stainless steel back. Expansion band.
4668W3075...
Retail $65.00

WATERPROOF*

AUTOWIND ENSIGN
Self-winding. 17 Jewels. Shock and dust resist. Nite-glo dial. Chrome plated top, stainless steel back. Expansion band.
4668W2985...Retail $64.50
As above with black dial
4687W2995...Retail $68.50

WATERPROOF*

AUTOWIND TRITON
Self-winding. 17 Jewels. Shock and dust resist. Nite-glo dial. Stainless steel back. Kreisler expansion band.
4668W3585 Ret $71.50 As above with black dial **4670W3595...Retail $71.50**

23 JEWELS POWER DE

AUTOWIND SERGEANT
Self-winding, waterproof*, shock and dust resist. Chrome plated top, stainless steel back. Expansion band.
4676W3705
Retail $71.50

23 JEWELS POWER GLIDE

AUTOWIND VALIANT
Self-winding, waterproof*, shock and dust resist. 10 kt Rolled Gold Plate case. Expansion band.
4674W5225...Retail $110.00
As above with black dial
4675W5225...Retail $110.00

AUTOWIND VOYAGER
Self-winding, waterproof*, shock and dust resist. All steel case. Expansion band.
4671W6800
Retail $115.00

23 JEWELS POWER GLIDE

AUTOWIND PIONEER
Self-winding, waterproof*, shock and dust resist. 10 kt Rolled Gold Plate top, stainless steel back. Expansion band.
4671W6173
Retail $95.00

14 KT GO... POWER GLIDE

AUTOWIND CONQUEROR
23 JEWELS. Self-winding. shock and dust resist. Expansion band.
4672W8975...Retail $195.00

Precision-Perfection New Gruen 23 Jewel Models with Power-Glide

RETAIL PRICES INCLUDE FEDERAL TAX

Traditional Quality from the House of Bennett

MEN'S WATERPROOF* WATCHES

A 17-JEWEL "ROLAND"
Shadow-slim! It's waterproof*, shock-resistant, anti-magnetic 17 jewels Full-figure luminous dial, sweep second hand. Yellow top case. Adjustable expansion band.
10-1154 V –Wt ½ lb. . 21.88

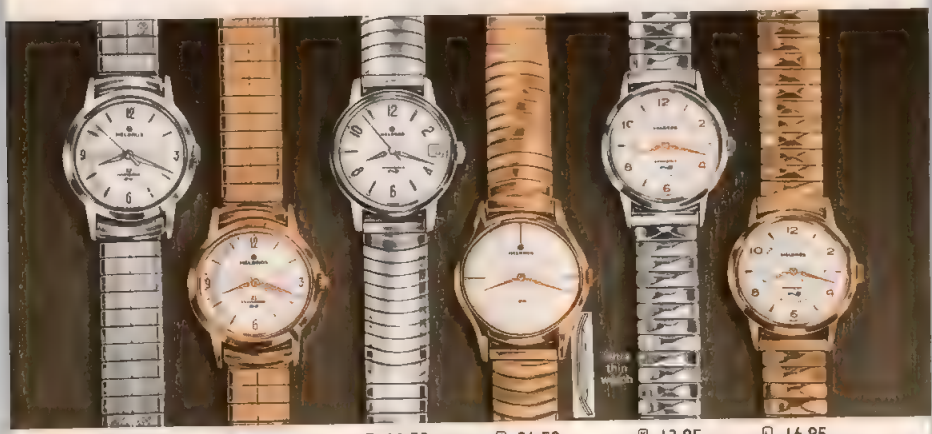
B 17-JEWEL "ADELPHI"
Masculine 17 jewel all-purpose watch. Waterproof*, shock-resistant, and anti-magnetic. Full figure dial Stainless steel back. Unbreakable mainspring Matching leather-inset expansion bracelet. Wt ½ lb.
10 1121 V– Chromed top case . . 17.88
10 1139 V—All stainless steel . . . 19.95

C MEN'S 17-JEWEL "JUSTIN"
Wafer-thin elegance Waterproof*, shock-resistant 17 jewel movement—unbreakable mainspring Anti-magnetic. Luminous hands and dial Sleek chromed top case with stainless steel back. Matching expansion bracelet adjusts for perfect fit.
10 1162 V—Wt ½ lb. 20.88

D MEN'S 17-JEWEL "JESSE"
17 jewel movement is waterproof*, shock-resistant, and anti-magnetic. Luminous hands and dial Sweep second hand. Thin mirror-finish case has yellow top, stainless steel back Matching adjustable expansion band.
10-1428 V Wt ½ lb. . . . 23.75

HELBROS

Helbros combines the utmost in precision craftsmanship with the last word in style With electron-cally tested jewels, unbreakable mainsprings, and adjustable expansion bracelets for a perfect fit Gift-boxed Use our Credit Command plan for low monthly payments ADD 10% FEDERAL EXCISE TAX TO ALL PRICES



E 25.95 G 28.95 H 20.50 J 26.50 K 13.95 L 16.95

OUTSTANDING WATCHES CRAFTED FOR ACCURACY AND DEPENDABILITY — A STYLE FOR EVERY MAN

E 21-JEWEL "HAYDEN"
For split-second accuracy! 21 lifetime jewels Waterproof*, shock-resistant, and anti-magnetic for the ultimate in dependability. Luminous dial. Chromed top case, stainless steel back. Matching adjustable band
No down payment
10-1063 V—Wt. ½ lb 25.95

G 21-JEWEL "HENLEY" WATCH
Rugged waterproof*! 21-jewel movement shock-resistant, anti-magnetic. Luminous hands and hour dots Sweep second hand. Yellow top case, stainless steel back. Adjustable expansion band. No down payment.
10-1071 V Wt ½ lb. 28.95

H "AHEARN" CALENDAR WATERPROOF*
Shows time and date! Waterproof*, shock-resistant 17-jewel movement Easy-to-read luminous hands and hour dots Sweep second hand. Case has chromed top, stainless steel back. Adjustable expansion bracelet
10 1022 V—Wt ½ lb 20.50

J 17-JEWEL ULTRA THIN "DARYL"
Men's fashionable watch with distinctive modern dial. Shock-resistant 17 lifetime jewel movement, unbreakable mainspring Sleek case with stainless steel back Matching adjustable expansion band. ½ lb.
10-1436 V -Yellow top 26.50
10-1444 V—Chromed top 24.50

K 7-JEWEL "ADAMS" WATCH
Rugged, yet inexpensive. Waterproof*, shock-protected, and anti-magnetic 7 lifetime jewel movement with unbreakable mainspring Chromed top case with stainless steel back. Matching adjustable expansion bracelet
10-0974 V—Wt. ½ lb. . 13.95

L 7-JEWEL "ARNOLD" WATCH
Masculine elegance at a budget price! It's waterproof*, shock-resistant, anti-magnetic. 7 lifetime jewel movement, unbreakable mainspring. Luminous hands, hour dots Gleaming yellow top case with stainless steel back. Matching adjustable expansion bracelet.
10-0982 V Wt. ½ lb. 16.95

*Waterproof as long as case, crown, and crystal remain intact

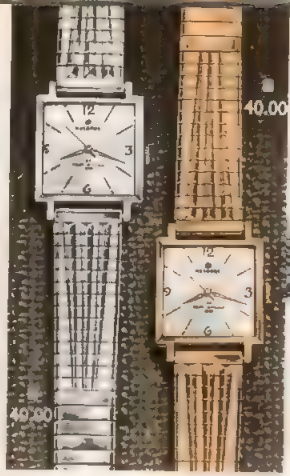
MEN'S SELF-WINDING WATCHES

A 25-JEWEL "PAXTON" WATCH
Self-winding watch in new, trim square shape. Precision 25 jewel lifetime movement with unbreakable mainspring. Shock-resistant chrome top case with stainless steel back. Matching adjustable length expansion bracelet. No down payment—see page 769.
10-1089 V—Wt. ½ lb . . . 40.00

B 25-JEWEL "PERVIS" WATCH
Winds itself automatically! Modern square shape with yellow top, stainless steel back. Superb 25-jewel movement, unbreakable mainspring. Shock-resistant. Sweep second hand. Adjustable expansion band
10-1097 V—Wt. ½ lb. 40.00

C 17-JEWEL "HOWARD" WATCH
Thin self-winding watch! Waterproof*, shock-resistant, anti-magnetic—17 jewel movement. Luminous dial. Chrome top case, stainless steel back. Adjustable leather-inset expansion bracelet.
10-1105 V—Wt. ½ lb. 27.50

D 17-JEWEL "HAVEN" WATCH
Ultra-thin! Shock-resistant 17-jewel movement is waterproof* and anti-magnetic. Luminous dial. Knife-edge case in gleaming yellow with stainless steel back. Adjustable leather-inset expansion band.
10-1113 V—Wt. ½ lb. 29.95



Internationally acclaimed Helbros watches are precision-crafted to the highest standards of design and performance. Jewels are electronically tested—with unbreakable mainsprings. Adjustable-length expansion bracelets for your assurance of perfect fit. Gift-boxed. Pay no money down with Credit Command. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES

HELBROS

E 19.95 F 22.95 H 29.95 J 32.95 K 36.95 L 39.95

SELECT A SELF-WINDING WATCH — WINDS ITSELF WITH NATURAL WRIST MOVEMENT

E 7-JEWEL "DARWIN" WATCH
Slim self-winding watch—waterproof* shock-resistant anti-magnetic. Luminous dial, sweep second hand. Chrome top case, stainless steel back. 7-jewel—unbreakable mainspring. Matching adjustable expansion band.
10-0990 V—Wt. ½ lb. 19.95

F 7-JEWEL "DAVIS" WATCH
Natural wrist movement keeps it wound! Waterproof*, shock-resistant, and anti-magnetic. 7 Lifetime jewel movement with unbreakable mainspring. Luminous dial. Sweep second hand. Yellow top case, stainless steel back. Matching adjustable expansion band
10-1006 V—Wt. ½ lb. 22.95

H CALENDAR "MERLE" WATCH
Winds itself automatically! Dial window shows correct date. Waterproof*, shock-resistant, anti-magnetic. Luminous dial, 17 jewel—unbreakable mainspring. Chrome top, stainless steel back. Expansion band
10-1451 V—Wt. ½ lb. 29.95

J CALENDAR "MANTON" WATCH
Automatically winds itself, shows the date! Waterproof*, shock-resistant—anti-magnetic, tool 17 lifetime jewel movement with unbreakable mainspring. Easy-to-read luminous dial. Yellow top case, stainless steel back. Matching expansion bracelet. No down payment.
10-1469 V—Wt. ½ lb. 32.95

K 25-JEWEL "JULIAN" WATCH
25 jewel lifetime movement winds itself! Waterproof*, shock-resistant, anti magnetic. Unbreakable mainspring. Chrome top case, stainless steel back. Matching adjustable length expansion band.
10-1048 V—Wt. ½ lb 36.95

L 25 JEWEL "JUDSON" WATCH
Shadow-slim elegance! Winds itself automatically by natural wrist movement. 25 jewel movement unbreakable mainspring. Waterproof*, shock-resistant, anti-magnetic. Yellow top case, stainless steel back. Matching expansion bracelet. No down payment.
10-1055 V—Wt. ½ lb. 39.95

*Waterproof as long as case, crown, and crystal remain intact

BEAUTIFUL 17-JEWEL WATCHES

A HELBROS 17-JEWEL "EVA" FASHION WATCH
Magnificent in beauty and precision! It's tiny in size, yet remarkably accurate—a delight to wear everywhere. Graceful square case adds a smart fashion accent to any costume. 17-jewel movement. 10K rolled gold plate top with non-corroding stainless steel back. Slim matching expansion band can be adjusted for personal fit. Shpg. wt. ½ lb
10-0685 V—Yellow rolled gold plate. 19.98
10-0693 V—White rolled gold plate. 19.98

B HELBROS 17 JEWEL PETITE "ZOE" WATCH
An exquisite watch that's so petite it'll pass through a ring! Features new marquise shape—it's charmingly feminine and exceptionally lovely! Delicately faceted crystal. 17 jewels for dependable accuracy. Dainty 10K rolled gold plate case with stainless steel back. Matching adjustable expansion bracelet. Shpg. wt. ½ lb. **No down payment—**
10-0857 V—Yellow rolled gold plate. 26.88
10-0875 V—White rolled gold plate 26.88

C HELBROS 17-JEWEL "DELILAH" WATCH
Simple and graceful styling to flatter any wrist—as dependable as it is beautiful! 17-jewel movement. Dainty marquise-shaped case crafted of 10K rolled gold plate with non-corrosive stainless steel back. Matching expansion band adjusts to fit your wrist perfectly. A watch that's destined to collect compliments—a gift that's always sure to please! Shpg. wt. ½ lb
10-0883 V—Yellow rolled gold plate. ... 22.50
10-0891 V—White rolled gold plate. 22.50

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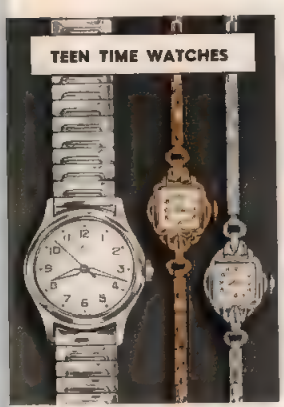
Superb watch fashions from Helbros! Electronically tested jewels, unbreakable mainsprings, and adjustable expansion bands. Gift-boxed. Use our Credit Command plan.



D 13.95 E 15.95 G 25.50 N 25.65 J 15.75 K 15.95

D E HELBROS HIGH-STYLE WATCHES FOR TEENS
Quality—at budget-pleasing prices! With dependable 7-jewel movements. Short expansion bands assure perfect fit on young wrists

[D] Boys' 7-Jewel "Skippy." Designed especially for the active teen! Waterproof,* shock-protected, and anti-magnetic. Luminous dial for easy time-telling day or night. Sweep second hand. Gleaming chrome top with stainless steel back. Stainless steel expansion band
10-0941 V Shpg. wt. ½ lb. 13.95

[E] Girls' 7-Jewel "Lori." A watch she'll wear with pride! Dainty yellow or white toned case has non-corrosive stainless steel back. Slender adjustable-length expansion band.
10-0958 V Yellow Shpg. wt. ½ lb. 15.95
10-0966 V—White. Shpg. wt. ½ lb. 15.95

G HELBROS PETITE 17-JEWEL "MERCEDES"
It's so petite you can pass it through a ring! Has dependable 17-jewel movement. Smartly classic yellow-toned case has non-corrosive stainless steel back. Matching expansion band can be adjusted for a personal fit. **No down payment—see page 789.**
10-0925 V—Yellow. Shpg. wt. ½ lb. 25.50
10-0933 V—White. Shpg. wt. ½ lb. 25.50

N HELBROS 17-JEWEL "THEORA" NURSE'S WATCH
Nurse's watch combines glamor and efficiency! Full-numeral dial, sweep second hand, 17 jewels. 10K rolled gold plate case, stainless steel back. With attractive expansion band. Shipping weight ½ lb. **No down payment—see page 789 for details.**
10-0768 V—Yellow rolled gold plate. 25.65
10-0776 V—White rolled gold plate. 25.65

J HELBROS 7-JEWEL "MARTINA" WATCH
Top fashion styling at a price anyone can afford! 7-jewel movement. Deftly carved case with stainless steel back. Slender matching expansion band adjusts to fit your wrist perfectly. ½ lb.
10-0701 V—Yellow case. 15.75
10-0719 V—White case. 15.75

K HELBROS 7-JEWEL "RUTH" WATCH
Tiny, yet remarkably accurate! 7 jewels. Dainty marquise case of 10K rolled gold plate, stainless steel back. Complete with graceful expansion band. Priced so low, yet styled with an unmistakable look of luxury Shipping weight ½ lb.
10-0735 V—Yellow rolled gold plate. 15.95
10-0743 V—White rolled gold plate. 15.95

ADD 10% FEDERAL EXCISE TAX TO PRICES ON THIS PAGE
*Waterproof while case, crown, crystal are intact.

MEN'S WATERPROOF* WATCHES

A 17-JEWEL "ROLAND"
Shadow-slim! It's waterproof*, shock-resistant, anti-magnetic 17 jewels. Full-figure luminous dial, sweep second hand. Yellow top case. Adjustable expansion band.
10-1154 V—Wt. ½ lb. . 21.88

B 17-JEWEL "ADELPHI"
Masculine 17 jewel all-purpose watch. Waterproof*, shock resistant, and anti-magnetic. Full figure dial. Stainless steel back. Unbreakable mainspring. Matching leather-inset expansion bracelet. Wt ½ lb.
10-1121 V—Chromed top case 17.88
10-1139 V All stainless steel . . . 19 95

C MEN'S 17-JEWEL "JUSTIN"
Wafer-thin elegance. Waterproof*, shock-resistant 17-jewel movement -unbreakable mainspring Anti-magnetic. Luminous hands and dial. Sleek chromed top case with stainless steel back Matching expansion bracelet adjusts for perfect fit.
10-1162 V—Wt ½ lb 20.88

D MEN'S 17-JEWEL "JESSE"
17 jewel movement is waterproof*, shock-resistant, and anti-magnetic. Luminous hands and dial Sweep second hand. Thin mirror-finish case has yellow top, stainless steel back. Matching adjustable expans.on band.
10-1428 V—Wt ½ lb. 23.75

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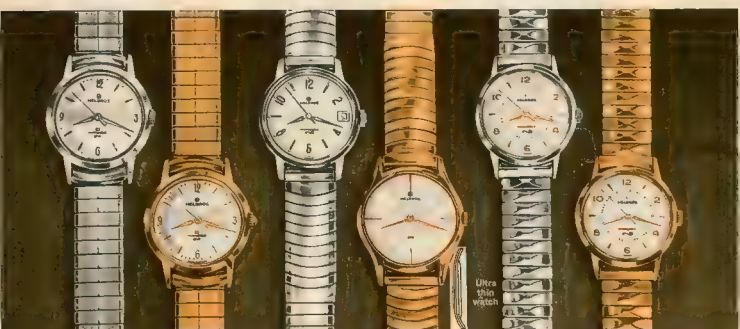
Helbros combines the utmost in precision craftsmanship with the last word in style. With electronically tested jewels, unbreakable mainsprings, and adjustable expansion bracelets for a perfect fit. Gift-boxed. Use our Credit Command plan for low monthly payments. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES



E 25.95 G 28.95 H 20.50 J 26.50 K 13.95 L 16.95

OUTSTANDING WATCHES CRAFTED FOR ACCURACY AND DEPENDABILITY — A STYLE FOR EVERY MAN

E 21-JEWEL "HAYDEN"
For split-second accuracy! 21 lifetime jewels Waterproof*, shock-resistant, and anti-magnetic for the ultimate in dependability. Luminous dial Chromed top case, stainless steel back. Matching adjustable expansion band. No down payment.
10-1063 V—Wt. ½ lb . 25.95

G 21-JEWEL "HENLEY" WATCH
Rugged waterproof*! 21-jewel movement—shock resistant, anti-magnetic. Luminous hands and hour dots. Sweep second hand. Yellow top case, stainless steel back. Adjustable expansion band. No down payment.
10-1071 V—Wt. ½ lb. 28.95

H "AHEARN" CALENDAR WATERPROOF*
Shows time and date! Waterproof*, shock-resistant 17-jewel movement. Easy-to-read luminous hands and hour dots Sweep second hand. Case has chromed top, stainless steel back. Adjustable expansion bracelet
10-1022 V—Wt. ½ lb . 20.50

J 17 JEWEL ULTRA-THIN "DARYL"
Men's fashionable watch with distinctive modern dial Shock-resistant 17 lifet.me jewel movement, unbreakable mainspring. Sleek case with stainless steel back. Matching adjustable expansion band. ½ lb.
10-1436 V—Yellow top 26.50
10-1444 V—Chromed top 24.50

K 7-JEWEL "ADAMS" WATCH
Rugged, yet inexpensive. Waterproof*, shock-protected, and anti-magnetic. 7 lifetime jewel movement with unbreakable mainspring. Chromed top case with stainless steel back Matching adjustable expansion bracelet.
10-0974 V Wt. ½ lb. . 13.95

L 7-JEWEL "ARNOLD" WATCH
Masculine elegance at a budget price! It's waterproof*, shock resistant, anti-magnetic. 7 lifetime jewel movement, unbreakable mainspring. Luminous hands, hour dots. Gleaming yellow top case with stainless steel back. Matching adjustable expansion bracelet.
10-0982 V—Wt. ½ lb. 16.95

*Waterproof as long as case, crown, and crystal remain intact.

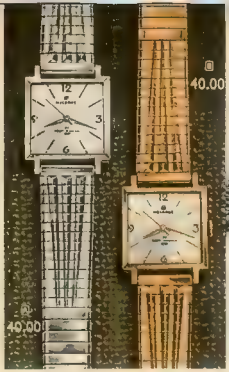
MEN'S SELF-WINDING WATCHES

A 25-JEWEL "PAXTON" WATCH
Self-winding watch in new, trim square shape. Precision 25 jewel lifetime movement with unbreakable mainspring. Shock-resistant chrome top case with stainless steel back. Matching adjustable length expansion bracelet. No down payment—see page 789.
10-1089 V -Wt. ½ lb. 40.00

B 25-JEWEL "PERVIS" WATCH
Winds itself automatically! Modern square shape with yellow top, stainless steel back. Superb 25-jewel movement, unbreakable mainspring. Shock-resistant. Sweep second hand. Adjustable expansion band
10-1097 V—Wt. ½ lb. 40.00

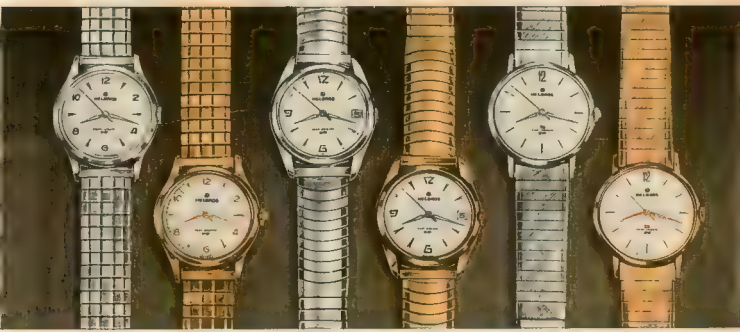
C 17-JEWEL "HOWARD" WATCH
Thin self-winding watch! Waterproof*, shock-resistant, anti-magnetic—17 jewel movement. Luminous dial Chrome top case, stainless steel back Adjustable leather-inset expansion bracelet.
10-1105 V Wt ½ lb. 27.50

D 17-JEWEL "HAVEN" WATCH
Ultra-thin! Shock-resistant 17-jewel movement is waterproof* and anti-magnetic. Luminous dial. Knife-edge case in gleaming yellow with stainless steel back. Adjustable leather-inset expansion band.
10-1113 V—Wt. ½ lb. 29.95



Internationally acclaimed Helbros watches are precision-crafted to the highest standards of design and performance. Jewels are electronically tested—with unbreakable mainsprings. Adjustable-length expansion bracelets for your assurance of perfect fit. Gift-boxed Pay no money down with Credit Command ADD 10% FEDERAL EXCISE TAX TO ALL PRICES.

HELBROS



E 19.95 F 22.95 H 29.95 J 32.95 K 36.95 L 39.95

SELECT A SELF-WINDING WATCH — WINDS ITSELF WITH NATURAL WRIST MOVEMENT

E 7-JEWEL "DARWIN" WATCH
Slim self-winding watch—waterproof* shock-resistant, anti-magnetic. Luminous dial, sweep second hand. Chrome top case, stainless steel back. 7-jewel—unbreakable mainspring. Matching adjustable expansion band.
10-0990 V—Wt ½ lb 19.95

F 7-JEWEL "DAVIS" WATCH
Natural wrist movement keeps it wound! Waterproof*, shock-resistant, and anti-magnetic 7 lifetime jewel movement with unbreakable mainspring. Luminous dial. Sweep second hand. Yellow top case, stainless steel back. Matching adjustable expansion band.
10-1006 V—Wt ½ lb. 22.95

H CALENDAR "MERLE" WATCH
Winds itself automatically! Dial window shows correct date! Waterproof*, shock resistant, anti-magnetic. Luminous dial, 17 jewel—unbreakable mainspring. Chrome top, stainless steel back Expansion band
10-1451 V Wt ½ lb. 29.95

J CALENDAR "MANTON" WATCH
Automatically winds itself, shows the date! Waterproof*, shock-resistant—anti-magnetic, tool 17 lifetime jewel movement with unbreakable mainspring Easy-to-read luminous dial. Yellow top case, stainless steel back. Matching expansion bracelet No down payment.
10-1469 V—Wt. ½ lb. 32.95

K 25-JEWEL "JULIAN" WATCH
25 jewel lifetime movement winds itself! Waterproof*, shock-resistant, anti-magnetic. Unbreakable mainspring, Chrome top case, stainless steel back. Matching adjustable length expansion band
10-1048 V -Wt. ½ lb. 36.95

L 25-JEWEL "JUDSON" WATCH
Shadow-slim elegance! Winds itself automatically by natural wrist movement. 25 jewel movement—unbreakable mainspring. Waterproof*, shock resistant, anti-magnetic. Yellow top case, stainless steel back Matching expansion bracelet. No down payment.
10-1055 V—Wt ½ lb. 39.95

*Waterproof as long as case, crown, and crystal remain intact.

BEAUTIFUL 17-JEWEL WATCHES

[A] HELBROS 17-JEWEL "EVA" FASHION WATCH

Magnificent in beauty and precision! It's tiny in size, yet remarkably accurate—a delight to wear everywhere. Graceful square case adds a smart fashion accent to any costume. 17-jewel movement. 10K rolled gold plate top with non-corroding stainless steel back. Slim matching expansion band can be adjusted for personal fit. Shpg. wt. ½ lb.

10-0685 V Yellow rolled gold plate. 19.98
10-0693 V—White rolled gold plate. 19.98

[B] HELBROS 17-JEWEL PETITE "ZOE" WATCH

An exquisite watch that's so petite it'll pass through a ring! Features new marquise shape—it's charmingly feminine and exceptionally lovely! Delicately faceted crystal. 17 jewels for dependable accuracy. Dainty 10K rolled gold plate case with stainless steel back. Matching adjustable expansion bracelet. Shpg. wt ½ lb. No down payment—

10-0867 V -Yellow rolled gold plate. 26.88
10-0875 V—White rolled gold plate. 26.88

[C] HELBROS 17-JEWEL "DELILAH" WATCH

Simple and graceful styling to flatter any wrist—as dependable as it is beautiful! 17-jewel movement. Dainty marquise-shaped case crafted of 10K rolled gold plate with non-corrosive stainless steel back. Matching expansion band adjusts to fit your wrist perfectly. A watch that's destined to collect compliments—a gift that's always sure to please! Shpg. wt. ½ lb.

10-0883 V—Yellow rolled gold plate. 22.50
10-0891 V—White rolled gold plate. 22.50

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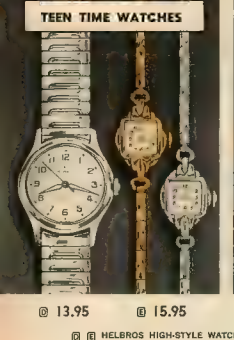
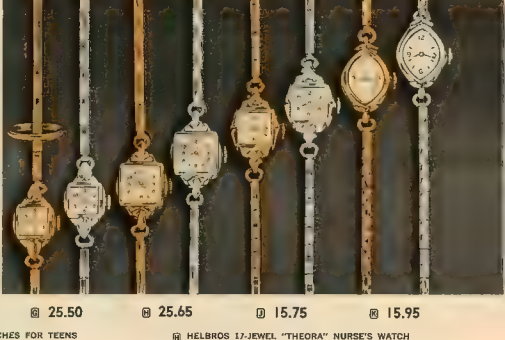
Superb watch fashions from Helbros! Electronically tested jewels, unbreakable mainsprings, and adjustable expansion bands. Gift-boxed. Use our Credit Command plan.

TEEN TIME WATCHES





[D] 13.95 [E] 15.95 [G] 25.50 [H] 25.65 [J] 15.75 [K] 15.95

[D] [E] HELBROS HIGH-STYLE WATCHES FOR TEENS

Quality—at budget-pleasing prices! With dependable 7-jewel movements. Short expansion bands ensure perfect fit on young wrists.

[D] Boys' 7-Jewel "Skippy." Designed especially for the active teen! Waterproof,* shock-protected, and anti-magnetic. Luminous dial for easy time-telling day or night. Sweep second hand. Gleaming chrome top with stainless steel back. Stainless steel expansion band.

10-0941 V—Shpg. wt. ½ lb. 13.95

[E] Girls' 7-Jewel "Lori." A watch she'll wear with pride! Dainty yellow or white toned case has non-corrosive stainless steel back. Slender adjustable-length expansion band.

10-0958 V—Yellow. Shpg. wt. ½ lb. 15.95
10-0966 V - White. Shpg. wt ½ lb. 15.95

[G] HELBROS PETITE 17-JEWEL "MERCEDES"

It's so petite you can pass it through a ring! Has dependable 17-jewel movement. Smartly classic yellow-toned case has non-corrosive stainless steel back. Matching expansion band can be adjusted for a personal fit. No down payment—see page 769.

10-0925 V—Yellow. Shpg. wt. ½ lb. 25.50
10-0933 V -White. Shpg. wt. ½ lb. 25.50

[H] HELBROS 17-JEWEL "THEORA" NURSE'S WATCH

Nurse's watch combines glamor and efficiency! Full-numeral dial, sweep second hand, 17 jewels. 10K rolled gold plate case, stainless steel back. With attractive expansion band. Shipping weight ½ lb. No down payment—see page 789 for details.

10-0768 V—Yellow rolled gold plate. 25.65
10-0776 V—White rolled gold plate. 25.65

[J] HELBROS 7-JEWEL "MARTINA" WATCH

Top fashion styling at a price anyone can afford! 7-jewel movement. Deftly carved case with stainless steel back. Slender matching expansion band adjusts to fit your wrist perfectly. ½ lb.

10-0701 V—Yellow case. 15.75
10-0719 V—White case. 15.75

[K] HELBROS 7-JEWEL "RUTH" WATCH

Tiny, yet remarkably accurate! 7 jewels. Dainty marquise case of 10K rolled gold plate, stainless steel back. Complete with graceful expansion band. Priced so low, yet styled with an unmistakable look of luxury. Shipping weight ½ lb

10-0735 V—Yellow rolled gold plate. 15.95
10-0743 V—White rolled gold plate. 15.95

ADD 10% FEDERAL EXCISE TAX TO PRICES ON THIS PAGE

*Waterproof while case, crown, crystal are intact.

B BRIGHAM "W-B". 25-Jewel masterpiece Waterproof and shock-resistant. Chrome top case, stainless steel back, adjustable expansion bracelet. Distinctive black dial.
42-11J2795* Retail **$71.50**
BRIGHAM "W". Same as above, with white dial
42-12J2795* Retail **$71.50**

C BRIGHAM. 25 Lifetime Jewels, for split-second accuracy. Waterproof, shock resistant, anti-magnetic; luminous dial, with sweep-second hand. Sleek 10K yellow RGP case, stainless steel back; adjustable length expansion bracelet
42-13J3225* Retail **$82.50**

D ANDRE "B". Designed for the man-about town. Modern square case of 10K yellow RGP, with stainless steel back, adjustable expansion bracelet 17 Jewels. Black dial
42-14J2445* Retail **$62.50**
ANDRE Same as above, but with white dial
42-15J2445* Retail **$62.50**

A AMPHIB. A rugged waterproof watch that's handsome enough for dress wear! Dependable 17 Lifetime Jewel movement is shock-protected, anti-magnetic. Sparkling chrome top case, with stainless steel back, matching expansion bracelet can be lengthened or shortened for perfect fit. Luminous dial; sweep-second.
42-10J1675* . . . . . Retail **$42.50**

E HALE. 61 Lifetime Jewel movement, for the utmost in precision. Winds itself with every movement of your wrist! Waterproof, shock and dust protected, anti magnetic, luminous dial. 10K yellow rolled gold plate case, stainless steel back; tapered expansion bracelet adjusts for custom fit.
42-16J5475* . . . . . Retail **$125.00**

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Internationally acclaimed HELBROS *watches, precision-crafted to the highest standards of design and performance. Lifetime Jeweled movements; guaranteed unbreakable mainsprings. New adjustable-length expansion bracelets: add or remove links for perfect fit! Gift boxed.*

LIFETIME GUARANTEE

on all movement parts against breakage.

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by the factory without charge for parts.

*Add 10% Federal Excise Tax if not for resale.

Nationally Advertised In . . .

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LOOK

The Saturday Evening POST

Guaranteed by Good Housekeeping

F ERIE "W". Expensive features at an economy price. Waterproof, shock absorbing 7 Lifetime Jewel movement. Chrome top, stainless steel back case; matching adjustable length expansion band
42-17J1275* Retail **$29.75**
ERIE. As above, with yellow top, stainless back.
42-18J1525* Retail **$35.00**

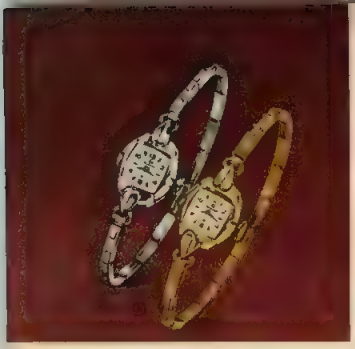
G ARCHER "W". Winds itself automatically! Waterproof, shock-resistant, luminous dial. Sleek chrome top case, stainless steel back; adjustable length expansion bracelet. 7 Lifetime Jewels.
42-19J1895* Retail **$42.50**
ARCHER. Same, yellow top, stainless steel back.
42-20J2195* Retail **$52.50**

H BOYD. Masculine elegance at a budget price. Gleaming round case has a yellow top, stainless steel back, matching expansion bracelet can be lengthened or shortened for individual fit. Modern Florentine-finish dial, with small second hand. 7 Lifetime Jewel movement.
42-21J1425* Retail **$32.50**

J CARL. Sleek Continental styling, at an economy price. The mirror finish case has a yellow top, stainless steel back, and is complemented by a distinctive deep-grained black leather strap. Modern numeral and marker dial, with small second hand. 7 Lifetime Jewel movement.
42-22J1525* Retail **$35.00**

Waterproof provided crystal and crown are intact, case unopened *RGP is an abbreviation for rolled gold plate*

See instruction page for important note regarding retail prices.



HELBROS

Brilliant new watch fashions from world-famous HELBROS *. . . combining the utmost in precision craftsmanship with the last word in style! Electronically tested Lifetime Jewel movements, guaranteed unbreakable mainsprings! Adjustable-length expansion bracelets that allow you to add or remove links for perfect fit. Beautifully gift boxed.*

A JULIA. Delicately carved petals accent the lovely yellow case. Stainless steel back. Matching expansion bracelet adjusts for perfect fit. 17 Lifetime Jewel movement, for dependable accuracy.
40-10J1995* Retail **$47.50**
JULIA "W". Same as above, white case and bracelet.
40-11J1995* Retail **$47.50**

LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts.

Waterproof pronded crystal and crown are intact, case unopened. RGP is an abbreviation for rolled gold plate

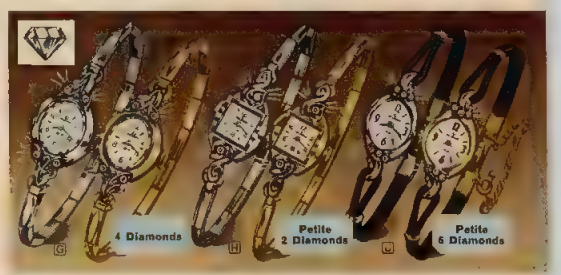
*Add 10% Federal Excise Tax if not for resale.

B PATRICIA. Tiny, yet remarkably accurate! Dainty case of 10K yellow rolled gold plate has a stainless steel back, slim matching expansion bracelet can be adjusted for personal fit. 17 Lifetime Jewel movement.
40-12J2595* . . Retail **$67.50**
PATRICIA "W". Same as above, in 10K white rolled gold plate.
40-13J2595* . . . Retail **$67.50**

C ALICIA. So small it'll pass thru a wedding ring! Classic case of 10K yellow rolled gold plate, paired with an enchanting mesh bracelet with clever safety chain. Stainless steel back. 17 Lifetime Jewel movement.
40-14J2850* . . Retail **$72.50**
ALICIA "W". Same as above, in 10K white rolled gold plate.
40-15J2850* Retail **$72.50**

D CLEO. Exquisitely tiny case of 10K yellow rolled gold plate, in the new marquise shape. Stainless steel back, matching adjustable-length expansion bracelet. Delicately faceted crystal 17 Lifetime Jewels.
40-16J2750* . . . . Retail **$69.75**
CLEO "W". Same as above, in 10K white rolled gold plate.
40-17J2750* . Retail **$69.75**

E JEAN. Nurse's watch that combines glamor and efficiency. Clear full-numeral dial, sweep-second hand. 10K yellow rolled gold plate case, stainless back; adjustable-length expansion bracelet. 17 Jewels.
40-18J2565* . . . . Retail **$65.00**
JEAN "W". Same as above, in 10K white rolled gold plate.
40-19J2565* . . Retail **$65.00**



F RIVIERA. Radiant beauty, set with two shimmering diamonds. Smart 10K yellow rolled gold plate case, with stainless steel back, combined with matching expansion bracelet that adjusts for perfect fit. 17 Jewels.
40-20J2565* Retail **$65.00**
RIVIERA "W". Same, in 10K white rolled gold plate.
40-21J2565* Retail **$65.00**

G BIJOU. Starred with four glorious diamonds. Lavish 10K yellow rolled gold plate case has stainless steel back, adjustable-length expansion bracelet. 17 Lifetime Jewels.
40-22J3395* Retail **$85.00**
BIJOU "W". Same, but in 10K white rolled gold plate.
40-23J3395* Retail **$85.00**

H ORCHID. Petite beauty, set with two fiery diamonds. 10K yellow RGP case; stainless steel back. Matching adjustable expansion bracelet. Superb 17-Jewel movement.
40-24J3225* Retail **$82.50**
ORCHID "W". Same as above, 10K white RGP case.
40-25J3225* Retail **$82.50**

J CARNIVAL. The tiniest Helbros, with six brilliant diamonds. Marquise-shaped case of 10K yellow rolled gold plate, stainless steel back, black silk cord. 17 Lifetime Jewels.
40-26J4350* Retail **$97.50**
CARNIVAL "W". Same as above, in 10K white RGP.
40-27J4350* Retail **$97.50**

See instruction page for important note regarding retail prices.

A HARVARD "W". Wafer-thin elegance, and top performance features! Winds itself automatically, as you wear it! Waterproof, shock-resistant, anti-magnetic . . . superb 25 Lifetime Jewel movement. Sleek chrome top case, with stainless steel back, matching expansion band adjusts for perfect fit. Luminous hands and dial.
41-13J3650* . . . Retail **$87.50**

B HARVARD. Shadow-slim watch that can really take it. Winds itself with every wrist movement. Waterproof, shock-protected too. 25 Lifetime Jewels for precision timekeeping. Sparkling yellow top case, stainless steel back, matching expansion bracelet can be adjusted to your wrist size. Luminous dial with sweep-second hand
41-14J3950* . . . Retail **$92.50**

C PELICAN "W". Thin as a coin. Waterproof, shock absorbing . . . 17 Lifetime Jewel movement. Case has chrome top, stainless steel back, matching adjustable-length expansion bracelet. Luminous dial.
41-10J2075* . . . . Retail **$49.75**
PELICAN. Same as above, yellow top, stainless steel back.
41-11J2375* . . . . Retail **$59.75**

D ELDORADO. Shadow-slim, sleek and handsome! Elegant knife edge case in gleaming yellow, paired with a distinctive gold tone dial. Case has stainless steel back. Matching expansion bracelet can be lengthened or shortened easily to fit perfectly. Always-accurate 17 Lifetime Jewel movement
41-12J2325* . . . Retail **$57.50**

*Add 10% Federal Excise Tax if not for resale.

HELBROS

Nationally advertised—internationally acclaimed HELBROS *watches feature Lifetime Jeweled movements, guaranteed unbreakable mainsprings. NEW—expansion bracelets that can be lengthened or shortened for fit! Gift boxed.*

LIFETIME GUARANTEE
on all movement parts against breakage.
All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by the factory without charge for parts.

E CLIPPER "W". Ultra-thin self-winding watch. Waterproof, shock absorbing 17 Lifetime Jewel movement. Chrome top, stainless steel back case; adjustable expansion band.
41-15J2795* . . . Retail **$71.50**
CLIPPER. Same as above, yellow top, stainless steel back.
41-16J3095* Retail **$79.50**

Nationally Advertised in . . .

LIFE · LOOK · The Saturday Evening POST · Good Housekeeping

CALENDAR WATCHES—show date in dial window!

F NOAH. Convenient dial window shows you the correct date at a glance, automatically! Waterproof, shock resistant, anti-magnetic . . luminous hands and dial. 17 Lifetime Jewel movement, with unbreakable mainspring. Chrome top case, stainless steel back, adjustable expansion bracelet.
41-17J1950* . . Retail **$45.00**

G PANAMA "W". Shows time and date automatically; winds itself as you wear it! Waterproof, shock-absorbing, 17 Jewels. Case has chrome top, stainless steel back, matching adjustable expansion bracelet
41-18J2950* . . . . . Retail **$77.50**
PANAMA. Yellow top, steel back.
41-19J3225* . . Retail **$82.50**

H LAD. Designed especially for the active teen-ager! Waterproof, shock and dust resistant, anti-magnetic Luminous dial, with sweep second hand, easy-to-read numerals. Case has chrome top, stainless steel back; matching expansion bracelet adjusts for perfect fit. 7 Jewels.
41-20J1275* . . Retail **$29.75**

J LASS. Teen fashion favorite. Priced right for gift giving, too! Dainty case has yellow top, stainless steel back; slender adjustable-length expansion bracelet. 7 Jewel movement full-numeral dial
41-21J1475* . . . . . Retail **$33.75**
LASS "W". Same, in white
41-22J1475* . . . . Retail **$33.75**

Waterproof provided crystal and crown are intact, case unopened. *RGP is an abbreviation for rolled gold plate*

See instruction page for important note regarding retail prices.

A HARVARD "W". Wafer-thin elegance, and top performance features! Winds itself automatically, as you wear it! Waterproof*, shock resistant, anti-magnetic . . . superb 25 Lifetime Jewel movement. Sleek chrome top case, with stainless steel back; matching expansion band adjusts for perfect fit. Luminous hands and dial.
9J272X3650. . . . . .Retail **$87.50**

B HARVARD. Shadow slim watch that can really take it! Winds itself with every wrist movement. Waterproof*, shock-protected too. 25 Lifetime Jewels, for precision timekeeping. Sparkling yellow top case, stainless steel back; matching expansion bracelet can be adjusted to your wrist size. Luminous dial with sweep second hand.
9J273X3950 . . . . Retail **$92.50**

C PELICAN "W". Thin as a coin! Waterproof*, shock-absorbing . . . 17 Lifetime Jewel movement. Case has chrome top, stainless steel back, matching adjustable length expansion bracelet. Luminous dial.
9J274X2075 . . .Retail **$69.75**
PELICAN. Same as above, yellow top, stainless steel back.
9J275X2375 . . . . Retail **$59.75**

D ELDORADO. Shadow-slim, sleek and handsome! Elegant knife-edge case in gleaming yellow, paired with a distinctive gold-tone dial. Case has stainless steel back. Matching expansion bracelet can be lengthened or shortened easily to fit perfectly. Always-accurate 17 Lifetime Jewel movement.
9J276X2325 Retail **$57.50**

Add 10% Federal Excise Tax if not for resale.

HELBROS

Nationally advertised—internationally acclaimed HELBROS *watches feature Lifetime Jeweled movements, guaranteed unbreakable mainsprings. NEW—expansion bracelets that can be lengthened or shortened for fit! Gift boxed.*

LIFETIME GUARANTEE
on all movement parts against breakage.
All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by the factory without charge for parts.
Handling Charge $1.00

E CLIPPER "W". Ultra-thin self-winding watch. Waterproof*, shock absorbing 17 Lifetime Jewel movement. Chrome top, stainless steel back case; adjustable expansion band.
9J277X2795 . . . Retail **$71.50**
CLIPPER. Same as above, yellow top, stainless steel back
9J278X3095 Retail **$79.50**

Nationally Advertised in . . .

LIFE LOOK POST

Guaranteed by Good Housekeeping

CALENDAR WATCHES—show date in dial window!

F NOAH. Convenient dial window shows you the correct date at a glance, automatically! Waterproof*, shock resistant, anti-magnetic . . . luminous hands and dial. 17 Lifetime Jewel movement, with unbreakable mainspring. Chrome top case, stainless steel back; adjustable expansion bracelet.
9J279X1950 . . Retail **$45.00**

G PANAMA "W". Shows time and date automatically, winds itself as you wear it! Waterproof*, shock-absorbing; 17 Jewels. Case has chrome top, stainless steel back, matching adjustable expansion bracelet.
9J280X2950. . . . . Retail **$77.50**
PANAMA. Yellow top, steel back.
9J281X3225. . . . . .Retail **$82.50**

H LAD. Designed especially for the active teen-ager! Waterproof*, shock and dust resistant, anti-magnetic. Luminous dial, with sweep-second hand, easy-to-read numerals. Case has chrome top, stainless steel back; matching expansion bracelet adjusts for perfect fit. 7 Jewels.
9J282X1275. . . . . Retail **$29.75**

J LASS. Teen fashion favorite! Priced right for gift-giving, too! Dainty case has yellow top, stainless steel back; slender adjustable-length expansion bracelet. 7 Jewel movement; full-numeral dial.
9J283X1475 . . . . . Retail **$33.75**
LASS "W". Same, in white.
9J284X1475 . . . .Retail **$33.75**

*Waterproof provided crystal and crown are intact, case unopened. RGP is an abbreviation for rolled gold plate.

HELBROS

Brilliant new watch fashions from world-famous HELBROS *. . . combining the utmost in precision craftsmanship with the last word in style! Electronically tested Lifetime Jewel movements, guaranteed unbreakable mainsprings! Adjustable-length expansion bracelets that allow you to add or remove links for perfect fit. Beautifully gift boxed.*

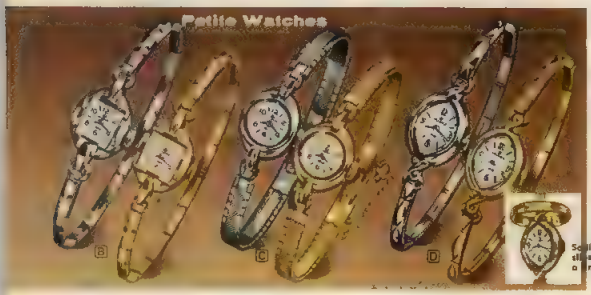
A JULIA. Delicately carved petals accent the lovely yellow case. Stainless steel back. Matching expansion bracelet adjusts for perfect fit. 17 Lifetime Jewel movement, for dependable accuracy.
9J223X1995 Retail **$47.50**
JULIA "W". Same as above, white case and bracelet.
9J224X1995 Retail **$47.50**

LIFETIME GUARANTEE
on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts.
Handling Charge $1.00

Add 10% Federal Excise Tax if not for resale.

**RGP is an abbreviation for rolled gold plate*



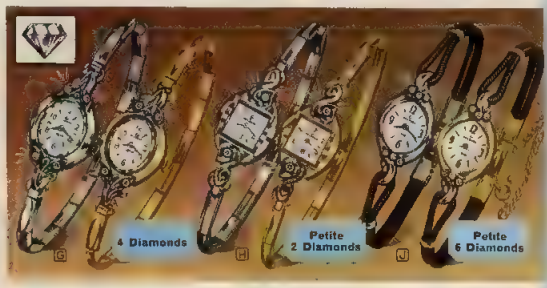
B PATRICIA. Tiny, yet remarkably accurate! Dainty case of 10K yellow rolled gold plate has a stainless steel back; slim matching expansion bracelet can be adjusted for personal fit. 17 Lifetime Jewel movement.
9J225X2595 . . . . . Retail **$67.50**
PATRICIA "W". Same as above, in 10K white rolled gold plate.
9J226X2595 . . . . . Retail **$67.50**

C ALICIA. So small it'll pass thru a wedding ring! Classic case of 10K yellow rolled gold plate, paired with an enchanting mesh bracelet with clever safety chain. Stainless steel back. 17 Lifetime Jewel movement.
9J227X2850 . . . . . Retail **$72.50**
ALICIA "W". Same as above, in 10K white rolled gold plate.
9J228X2850 . . . . . Retail **$72.50**

D CLEO Exquisitely tiny case of 10K yellow rolled gold plate, in the new marquise shape. Stainless steel back, matching adjustable length expansion bracelet. Delicately faceted crystal. 17 Lifetime Jewels.
9J229X2750 Retail **$69.75**
CLEO "W". Same as above, in 10K white rolled gold plate.
9J230X2750 Retail **$69.75**

E JEAN. Nurse's watch that combines glamor and efficiency. Clear full-numeral dial, sweep-second hand. 10K yellow rolled gold plate case, stainless back; adjustable-length expansion bracelet. 17 Jewels.
9J231X2565 . . . . Retail **$65.00**
JEAN "W". Same as above, in 10K white rolled gold plate.
9J232X2565 . . . . Retail **$65.00**

F RIVIERA. Radiant beauty, set with two shimmering diamonds. Smart 10K yellow rolled gold plate case, with stainless steel back, combined with matching expansion bracelet that adjusts for perfect fit. 17 Jewels.
9J233X2565 Retail **$65.00**
RIVIERA "W". Same, in 10K white rolled gold plate.
9J234X2565 Retail **$65.00**



G BIJOU. Starred with four glorious diamonds. Lavish 10K yellow rolled gold plate case has stainless steel back, adjustable length expansion bracelet. 17 Lifetime Jewels.
9J235X3395 Retail **$85.00**
BIJOU "W". Same, but in 10K white rolled gold plate.
9J[illegible] Retail **$85.00**

H ORCHID. Petite beauty, set with two fiery diamonds. 10K yellow RGP case, stainless steel back. Matching adjustable expansion bracelet. Superb 17 Jewel movement.
9J237X3225 Retail **$82.50**
ORCHID "W". Same as above, 10K white RGP case.
9J238X3225 . Retail **$82.50**

J CARNIVAL. The tiniest Helbros with six br. hant diamonds. Marquise-shaped case of 10K yellow rolled gold plate, stainless steel back, black silk cord. 17 Lifetime Jewels.
9J239X4350 Retail **$97.50**
CARNIVAL "W". Same as above, in 10K white RGP.
9J240X4350 Retail **$97.50**

HELBROS

Outstanding creations from the new HELBROS *collection . . . world-renowned for superb styling and precision timekeeping. Prized possession—cherished gifts! Lifetime Jeweled movements, for enduring accuracy . . . guaranteed unbreakable mainsprings . . . expansion bracelets that can be adjusted for fit. Gift boxed.*

LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts.
Handling Charge $1.00

Add 10% Federal Excise Tax if not for resale.

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LIFE
LOOK
POST
Guaranteed by Good Housekeeping

A **SANDY "W".** Favorite of nurses career gals, sports women! Waterproof*, shock-resistant, anti-magnetic sweep-second hand. Case has chrome top, stainless steel back, trim leather strap. 7 Lifetime Jewel movement.
9J241X1595 Retail **$37.50**
SANDY. As above, yellow top.
9J242X1735 Retail **$39.75**

B **KITTY.** Ranget beauty Fashion right oval case in gleaming yellow with stainless steel back, smart expansion bracelet with oval cut links adjusts to your own wrist size 7 Lifetime Jewel movement
9J243X1525 Retail **$35.00**
KITTY "W". Same, in white
9J244X1525 Retail **$35.00**

**Waterproof provided crystal and crown are intact, case unopened*
RGP is an abbreviation for rolled gold plate

C **HEDY.** Top fashion styling, at a price any woman can afford! Deftly carved yellow top case, with stainless steel back, slender matching expansion bracelet, adjustable to fit you perfectly. Always accurate 7 Lifetime Jewel movement
9J245X1475 . . . . . Retail **$33.75**
HEDY "W". As above, in white.
9J246X1475 . . . . Retail **$33.75**

Shown at right

D **LOTUS.** Fabulous 25-Jewel marvel! A shimmering teardrop, flawlessly executed in 10K yellow rolled gold plate, stainless steel back. Adjustable expansion bracelet, faceted crystal
9J247X2850 Retail **$72.50**
LOTUS "W". Same as above, 10K white rolled gold plate.
9J248X2850 Retail **$72.50**

E **FANTASY.** 25 Lifetime Jewel accuracy! Luxurious creation in 10K yellow rolled gold plate, paired with a classic, adjustable-length expansion bracelet. Case has stainless steel back
9J249X2850 Retail **$72.50**
FANTASY "W". Same, 10K white rolled gold plate.
9J250X2850 Retail **$72.50**

F **EMILY.** Tailored beauty, 17 Lifetime Jewel accuracy. 10K yellow rolled gold plate case has a stainless steel back; matching expansion bracelet adjusts for perfect fit
9J251X2275 Retail **$55.00**
EMILY "W". Same, in 10K white rolled gold plate
9J252X2275 Retail **$55.00**

G **LUCY.** Up-to-the-minute styling! 10K yellow rolled gold plate case, stainless steel back, adjustable expansion bracelet Elegant faceted crystal. 17 Lifetime Jewels
9J253X2275 Retail **$55.00**
LUCY "W". Same, but in 10k white rolled gold plate
9J254X2275 Retail **$55.00**

H **OCEANA "W".** Waterproof* and shock resistant, 17 Lifetime Jewels. Chrome top case, stainless steel back; adjustable expansion band. Luminous dial; sweep-second hand
9J255X2595 Retail **$67.50**
OCEANA. Same, yellow top, stainless steel back
9J256X2750 Retail **$69.75**

J **TANGO.** A tiny round watch, set in a gleaming 10K gold filled bangle bracelet. The petite yellow case has a stainless steel back. Stylish spring-action bracelet hugs the wrist comfortably. The diminutive 17 Lifetime Jewel movement is a marvel of accuracy!
9J257X2795 Retail **$71.50**
TANGO "W". Same as above, in white.
9J258X2795 Retail **$71.50**

In the game room, l-r: George Schuster, salesman for Horowitz, and Seymour Brickel, of Jean's Toyland, the Bronx, N. Y.

Toys at Horowitz & Sons, Bklyn.

Jack Horowitz at his desk.

Charles Lang, the sales manager of the firm. Pegboarded pole displays globes and other items.

BEING fully aware of the showmanship value of an attractive display space, Samuel M. Horowitz & Sons, Inc., 400 South Second Street, Brooklyn, N. Y., has set up a large colorful sample room in its warehouse.

It's on the fifth floor, on top of the building and out of the way of normal warehousing operations so as to afford visitors more privacy.

The showroom, measuring 100 by 80 feet, shows samples of most of the 3,000 items handled by the wholesaler. These are departmentalized in room categories separated by dividers, which makes for easy selection. Everything is price-tagged and brand-identified and there are a table and chairs in each section so that a customer can virtually write out his own order.

Horowitz has made use of the latest display fixtures by utilizing black wooden pegboards on which to place items. A distinctive innovation is putting up horses on pegboard with special brackets. The center poles, too, are used for pegboard display and have the only shelves to be found anywhere in the room.

The decorating motif was designed to enhance the physical surroundings, the black background providing strong contrast for the colorful merchandise shown. Walls are of solid brick with wainscotting painted black, flooring of asphalt tile in black and white patterns, and the dropped ceiling of white acoustic tile. Lighting comes from overhead 8-foot fluorescent strips.

Merchandise for the showroom comes up on a freight elevator. The building, however, uses a conveyor system throughout the other four floors. Goods are moved through wooden chutes which extend through floor openings. Fast-moving merchandise is left on the ground floor and placed in metal bins in some instances. If a shipment is less than a solid case the

(*Continued on page* 168)

World Famous
PELHAM
Puppets

You'll have to order early to meet the demand for the fast selling, world famous PELHAM PUPPETS. When customers see these beautifully hand painted and colorfully costumed marionettes they can't resist buying. More than 50 characters including Pinocchio, Hansel, Gretel, animals, etc., all individually packed in colorful boxes. Display units available. Write today for our FULL COLOR catalogue sheets and order form.

TIDERIDER, INC.
Eastern & Steel Blvds., Baldwin, N. Y.

tem, triplicate sales tickets were made up and one was attached to the layaway item, carefully wrapped against dust and stored in the store warehouse. Now, it is only necessary to attach a tag number to each layaway item while carrying out the entire payment program on a single form.

Uncle Hank's has been one of the Denver area's most successful toy stores, building to a $48,000 inventory in three years, despite a location which in the beginning seemed a bit dubious. Located in a shopping center which is built on rolling hills at several elevations, Mr. Kunugi's store can only be reached by stepping down a flight of steps from the parking area into a "sunken courtyard."

At the beginning of 1962, Mr. Kunugi made up his mind to go into charge accounts, rather than restrict himself to an all-cash business, and he will, of course, get the new checkstand and its versatile cash register into this program as well.

. . . Horowitz & Sons

(*Continued from page 125*)

bins are handy for the order packers.

With 6,000 square feet of ground floor area at the disposal of the shipping department, there is enough room to lay out items and assort them before putting them into their proper floor and bin space.

Loading platforms are inside the building, making it convenient to work there even during inclement weather. This space is large enough so that as many as three trucks at a time can be lined up.

The office section is a double-decker, with the second floor executive suite being an exact duplicate of the general office below it and reached by stairs. This arrangement is valuable in conserving space.

The warehouse, measuring 60,000 square feet, is three times the space of the former building. It was readily converted from a furniture warehouse.

In making the move, Horowitz

STAN-DOLL
Stay Put
DOLL STANDS

Attractive, heart shaped clear plastic bases, with patented coil spring for dolly's feet.

1 SIZE FITS MOST DOLLS
For 5"-6"-8"-11"-12" Dolls

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STANDARD DOLL CO.
23-03 31st St., Long Island City, N. Y.

Tie-in to Success!

KOOL-AID Dispenser
$2.98

Includes two packages Kool-Aid, 20 paper cups — Add water, ice cubes — push the plunger and for the kids, "It's just like at the Drive-In!" (and even more fun!)

TRIM MOLDED PRODUCTS CO.
Burlington 2, Wisconsin

YOUR 1-STOP RESOURCE!
SHILLMAN
Dolls' Clothing and Accessories
122 HARRISON PL., B'KLYN 37, N. Y.

There's a Shillman Representative in your territory . . . to serve you IN PERSON. Ask for his name and address!

WRITE FOR NEW CATALOG

has taken on wheel goods for the first time. The company is strong on dolls and handles its own brand, Lilo

The sales organization consists of eight men who travel throughout the New York metropolitan area. Dolls now shipped as far as the Midwest and annual volume amounts to over $1 million.

Jack Horowitz, president and treasurer, at 37 is one of the youngest toy wholesalers in the industry. He is assisted by Sidney Morris, secretary, who is in charge of production.

The company was founded in 1901 by Jack's father, Samuel Horowitz who began by selling housewares and toys from a pushcart. In 1955 the business was changed over into toy wholesaling.

. . . N. Y. Toy Mkt.

(*Continued from page 124*)

and Glen Waters, Western Merchants Wholesale, Denver; and David Packler, Kitchenaides, New Orleans

✧

Mr. and Mrs Mel Price have announced the arrival of Kenneth Neil Price, who weighed in at 6 pounds, 13 ounces on July 30 at Physicians Hospital in Jackson Heights, Queens Mr. Price, partner in the Alfred Alterman, Price Company sales firm at 200 Fifth Avenue, also has two daughters, Debra Phyllis and Hope Sharon.

✧

Another annual "night at Yonkers Raceway" will be sponsored by the Toy Women's Association. This year's date is Friday evening, October 15. Tickets, at $10 apiece, include dinner, tips, admission to the Raceway and a seat in a special section of the stands. They may be purchased from any one of the following TWA members, all of whom work in the Toy Center: Silvia Adams, room 204, OR 5-3361; Dorothy Henkel, room 206, LU 5-9400, and Evelyn Stark, room 501, OR 5-6460

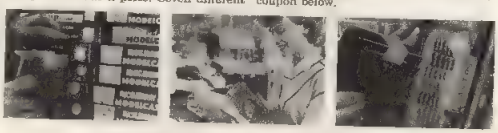
-CLICK-

SPECIAL $39.95

NEW INSTANT PRICING TOOL

ONE SQUEEZE STICKS PRICE LABELS TO ANYTHING

The new Trig-A-Tape T-2 solves all your pricing needs it's a portable self-contained pricing system in one convenient tool. Simply dial your price, squeeze the trigger —and your item is marked! Cuts pricing time in half... and it's economical too. It works on hard goods, soft goods anything that needs a price. Seven different tape colors make color coding possible New self destroying tape eliminates price tag switching Get the new Trig-A Tape .. a complete system of marking in one convenient tool. For your free booklet outlining the complete Trig A-Tape system and a special introductory offer, use the handy coupon below.



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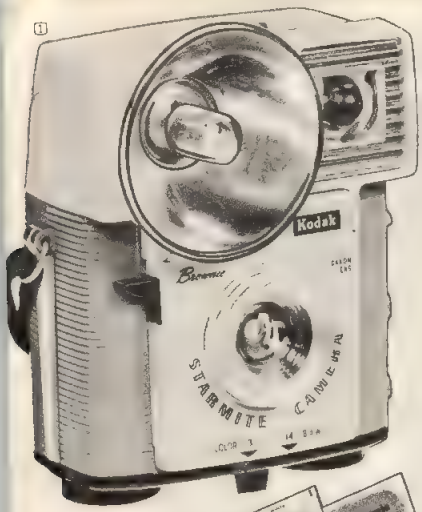

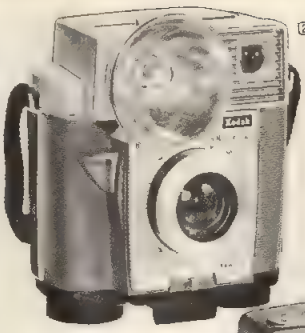

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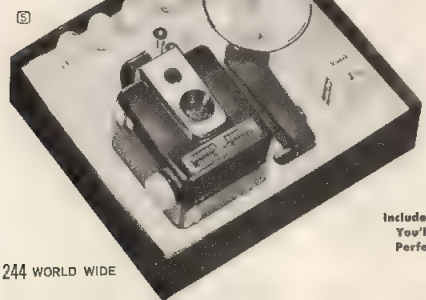


Includes Everything You'll Need for Perfect Pictures

[1] **KODAK STARMITE CAMERA KIT.** Famous Starmite camera for color slides, color or black-and-white snapshots. Uses 127 film with 12 exposures per roll. Has double-exposure prevention; bright, eye-level viewfinder. Makes picture-taking easy, even for the inexperienced! Kit includes camera, 2 bulbs, 2 batteries, roll of film.
43K867V [927] Wt. 2 lbs . . . . . Retail **$12.95**

[2] **BROWNIE FLASHMITE OUTFIT.** Versatile camera kit has built-in flash holder plus zone focusing with click stops for closeups, group or scenes. Automatic film stop after first shot; double exposure prevention. Kit includes 6 AG-1 bulbs, 2 batteries, 1 roll VP620 film, camera.
43K868V [1340] Wt. 3 lbs. . . . . Retail **$17.95**

[3] **BROWNIE STARMATIC KIT.** The electric-eye camera with automatic-set exposure meter, insufficient-light signal, offers extra ease in picture taking. Kit includes camera, field case, flash holder, 6 M2 flash bulbs, 2 batteries, one roll of VP127 film.
43K870V [2897] Wt. 4 lbs . . . . . Retail **$39.95**

[4] **KODAK STARFLEX 12-PIECE KIT.** Brownie Starflex is easy to use, gives sharp, clear pictures every time! Reflex finder, wire frame sportsfinder for quick viewing. Dakon lens, built in synchronization. Camera, flash holder, 2 penlight batteries, 6 M2 flash lamps, 2 rolls VP127 film.
43K702V [1357] Wt. 2 lbs. . . . . Retail **$17.50**

[5] **HAWKEYE BY KODAK.** So easy to use — just aim, snap . . . get clear, sharp pictures every time! Features fast Dakon lens and built-in synchronization. Reflex finder gives quick viewing. Kit includes camera, flash holder, 2 penlight batteries, 6 M2 flash lamps, 2 rolls. VP127 film
43K966V [1240] Wt. 2 lbs. . . . . Retail **$15.95**

Starting now get ready to change your ideas about boats

We did, by discarding everything but the proved fundamentals of boat design—by taking a fresh look at modern materials and advanced methods of building boats with them. The result is the OMC 17 Deluxe—first complete three-point inboard runabout ever designed for family boating!

Your passengers will be quick to tell you that they prefer this boat that doesn't ship water on any quarter, in any maneuver . . . that won't tip on water or land . . . that banks less than ten degrees in turns, without skidding . . . that gives five adults (and all their weekend gear) a far smoother ride than they can get in any conventional V-bottom boat—at thirty miles an hour, or more!

This is the boat that makes boating everything you ever wanted it to be! That's quite a promise—but the OMC 17 Deluxe is quite a boat! Turn the page and see.

OMC deluxe 17

THE NEWEST BOAT EVER BUILT!

©OMC BOATS . . . A Division of Outboard Marine Corporation • Waukegan, Illinois

Starting now get set to command seventeen feet of new ideas!

The control center of the OMC 17 Deluxe extends an irresistible invitation to take command. Its back-lighted instrument panel contains speedometer, tachometer, ammeter, fuel gauge, oil level and engine heat warning lights, cigarette lighter and *rudder direction indicator*. Switches control the power operated, tilting windshield (tempered safety glass!), electric windshield wiper, power tilt of the stern drive unit, operation of bilge pump and ventilation blower, running lights and horn.

Electric power shifting and throttle are combined in a single-lever control. One hand gives you easy, positive shifting from forward through neutral to reverse and back to forward without stopping in neutral. Surrounding five luxurious molded foam seats are compartments and lockers to stow all your gear, even skis. The smart convertible top protects the entire cockpit. This roomiest of runabouts gives you more usable space than many boats of greater length. A boarding ladder, fire extinguisher, all deck hardware—just about everything you need except fuel—is standard equipment. Let's go on!

OMC deluxe 17

THE NEWEST BOAT EVER BUILT!

OMC BOATS . . . A Division of Outboard Marine Corporation · Waukegan, Illinois

Starting now go on a new kind of HEY! ride

First stern drive with fuel injection!

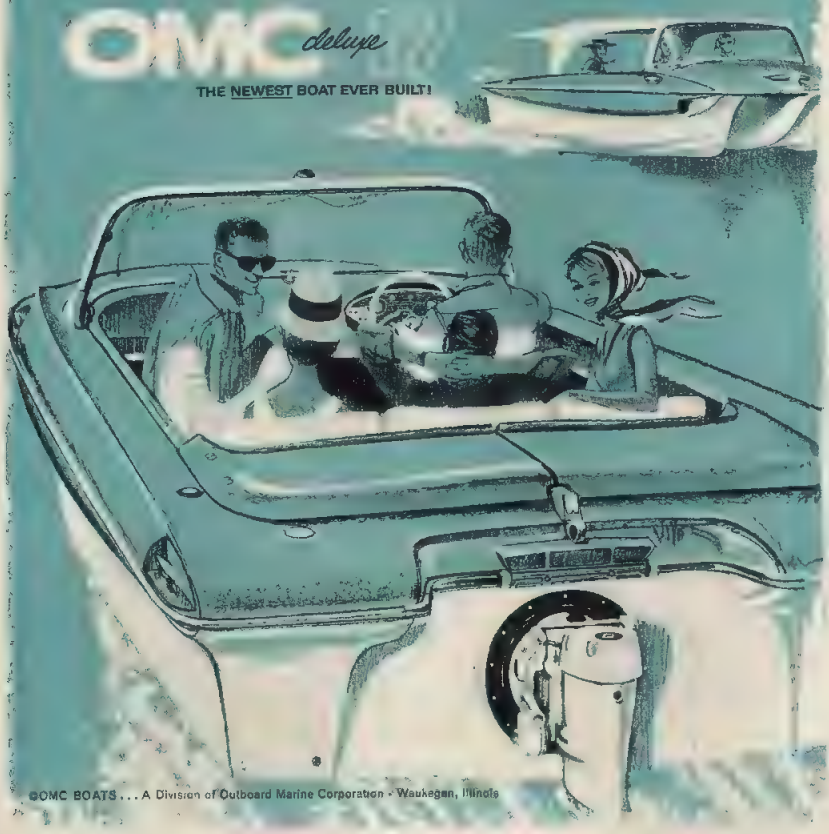
... Fuel-saving fuel-injection works its miserly magic best in two-cycle engines. That's why this quiet, compact 80 horsepower FI-90 saves *you up to 30 per cent in fuel* over most other engines, and gives you faster take-offs plus a far more favorable power-to-weight ratio than bulky four-cycle engines. You know it's dependable because Outboard Marine Corporation products are synonymous with dependability.

There's plenty more to make an owner feel good. Built-in flotation makes the OMC 17 Deluxe virtually unsinkable. Rugged yet lightweight of reinforced plastic, it's as maintenance-free as a boat can be. Its stern drive takes you where conventional inboards can't travel. Oil is metered to the engine automatically—no mixing oil and gas!

The OMC 17 Deluxe is going places fast . . . but it isn't everywhere yet. Watch for its announcement in your newspaper—or write for a brochure and the name of your nearest dealer.
(Currently available only east of the Rockies.)

OMC *deluxe*

THE NEWEST BOAT EVER BUILT!



OMC BOATS . . . A Division of Outboard Marine Corporation • Waukegan, Illinois

Sovereign

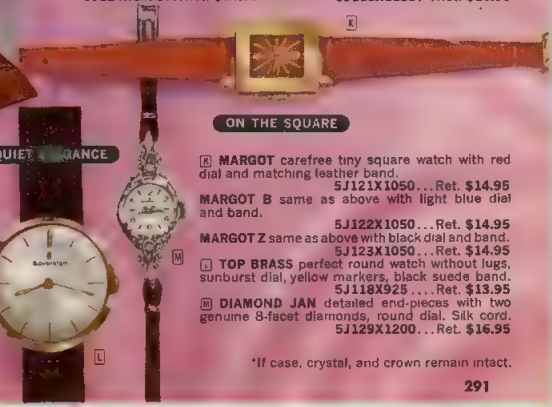
Guaranteed For a Full Year .....
Shock-Protected Quality Swiss Movement

G MAVIS neat Florentine case, high-polished dial, simulated thin alligator band
5J119X1075...Ret. **$14.95**
MAVIS G same but with yellow dial.
5J120X1075...Ret. **$14.95**
E LORELEI smart dress waterproof* in yellow, sweep second, matching expansion band.
5J126X1075...Ret. **$14.95**

LORELEI S same as LORELEI but with strap.
5J127X1025...Ret. **$13.95**
F SKUBA "Skin diver" waterproof*, black luminous dial and hands, calibrated outer track, all-stainless steel linked band.
5J111X1065...Ret. **$15.95**
SKUBA S same as above with strap.
5J112X1000...Ret. **$14.95**

G THE MILLIONAIRE elite watch with subdued grey dial holding 12 rhinestones, thin chrome case, black satin band with velvet insert.
5J117X1000...Ret. **$14.95**
H MIMI exclusive oval shape, raised yellow figures, Florentine case with burnished dial, silk cord.
5J124X1075...Ret. **$14.95**

MIMI G same as Mimi with yellow dial.
5J125X1075...Ret. **$14.95**
J VIKING massive men's yellow waterproof*, date changes automatically, striking big expansion band.
5J109X1250...Ret. **$17.95**
VIKING S same as above with strap.
5J110X1180...Ret. **$16.95**



A DIAMOND LIL little white case with two genuine 8-facet diamonds, square dial. Silk cord.
5J128X1200...Ret. **$16.95**
B THE ATTACHE fashionable square case with high gloss dial and facetted sticks, in yellow. With strap.
5J113X925 .....Ret. **$13.95**
THE ATTACHE W same as above, chrome case.
5J114X925.....Ret. **$13.95**
C THE ASTRONAUT keen, thin white waterproof*, flat dial with high raised sticks, inclined minute track, sweep second, stainless coin expansion band
5J115X1065...Ret. **$15.95**
THE ASTRONAUT S same as above with strap.
5J116X1000...Ret. **$14.95**

K MARGOT carefree tiny square watch with red dial and matching leather band.
5J121X1050...Ret. **$14.95**
MARGOT B same as above with light blue dial and band.
5J122X1050...Ret. **$14.95**
MARGOT Z same as above with black dial and band.
5J123X1050...Ret. **$14.95**
L TOP BRASS perfect round watch without lugs, sunburst dial, yellow markers, black suede band.
5J118X925....Ret. **$13.95**
M DIAMOND JAN detailed end-pieces with two genuine 8-facet diamonds, round dial. Silk cord.
5J129X1200...Ret. **$16.95**

*If case, crystal, and crown remain intact.

A **LORETTA** novel linked band, raised dial, dainty oval opening.
5J83X1050.....Ret. **$13.95**

B **LANA** classic, dress-sport model, raised dial, round opening, black suede band.
5J88X1000.....Ret. **$13.95**

LANA W same as above with white case.
5J89X1000.....Ret. **$13.95**

C **LAURA W** trim, round opening watch in white, raised full-figure dial, matching expansion band.
5J87X1095.....Ret. **$14.95**

LAURA CW same as above with silk cord.
5J86X1000.....Ret. **$13.95**

D **LILY** tiny dress watch, square opening, raised full-figure dial, matching expansion band.
5J84X1095.....Ret. **$14.95**

LILY C same as above with silk cord.
5J85X1000.....Ret. **$13.95**

Sovereign

Guaranteed For a Full Year.....
Shock-Protected Quality Swiss Movement

E **SKIPPER** bold self wind waterproof*, luminous 4-figure sunburst dial, sweep, rugged, expansion band.
5J107X1300...Ret. **$17.95**

SKIPPER W
Same as above with chrome case, all stainless expansion band.
5J108X1300...Ret **$17.95**

F **WINDJAMMER** waterproof* men's chrome top, stainless back and expansion band, luminous, raised 4-figure dial, sweep second.
5J92X863.....Ret. **$12.95**

WINDJAMMER S same as above with strap.
5J93X797.....Ret **$11.95**

H **BATHING BEAUTY** dainty ladies' waterproof*, luminous dial and hands, sweep second, chrome top, stainless back and expansion band.
5J94X920.....Ret. **$13.95**

BATHING BEAUTY S same as above with strap.
5J95X863.....Ret **$12.95**

J **SEA SCOUT** child's sturdy waterproof*, full figure luminous dial, sweep second, stainless steel expansion band.
5J96X748.....Ret **$10.95**

SEA SCOUT S same as above with strap.
5J97X700.....Ret. **$9.95**

BUTCH S same as above, with strap, not waterproof.
5J98X615.....Ret. **$8.95**

K **LADY LUCK S** yellow sport watch, raised figures, leather band.
5J103X710.....Ret. **$9.95**

LADY LUCK same as above with yellow expansion band.
5J102X748.....Ret. **$10.95**

L **BONANZA** men's heavy duty yellow watch, raised figure dial sweep second, expansion band
5J100X700.....Ret **$9.95**

BONANZA S above with strap.
5J101X615.....Ret **$8.95**

M **GRAND LADY** elegant, easy-to-read full-figure dial, matching expansion band
5J90X863.....Ret. **$12.95**

GRAND LADY C same as above with silk cord.
5J91X800.....Ret. **$11.95**

N **FAITH** dependable purse-chrome watch, full-figure luminous dial, sweep second.
5J104X797.....Ret. **$11.95**

G **CALENDAR S** date changes automatically. Ultra-smart polished dial, raised yellow figures, sweep second, leather strap.
5J99X863.....Ret. **$12.95**

*If case, crystal, and crown remain intact

[A] **MEDALLION** gift pocket watch or table conversation piece
5J132X1375..... Ret **$19.95**

[B] **VICTORIAN** heirloom pendant, enameled Roman numerals, fine neck chain.
5J135X1089.....Ret. **$15.95**

[C] **CUFF LINK** style timepiece fits into handsome stud, with matching link.
5J142X925.....Ret **$13.95**

[D] **CONVERTIBLE** handsome stand detaches from lighter for pocket use.
5J133X1395.....Ret **$19.95**

[E] **MOONGLOW** satin finished, half-moon shaped case has bright inner ring and raised figure, ebony dial, black suede band.
5J137X1075.....Ret **$14.95**

MOONGLOW W same as above with white dial.
5J138X1075.....Ret. **$14.95**

[F] **THE V.I.P.** Florentine finished oval case, yellow fluorescent dial, black hands and markers, black suede band
5J139X1075.....Ret **$14.95**

[G] **TERRY TELL TIME** patent pending on fast time-teaching method through this appealing child's watch.
5J141X710.....Ret **$9.95**

[H] **JOHNNIE** men's thin dress watch, wing end case, raised stick dial, black suede band.
5J130X925..... Ret. **$13.95**

[J] **FRANKIE** matching ladies' model.
5J131X925.....Ret. **$13.95**

[K] **OLYMPIC** rugged chrome stopwatch, enameled black luminous full-figure dial, with stop and start buttons, red sweep hand, black leather strap.
5J140X925 .....Ret **$13.95**

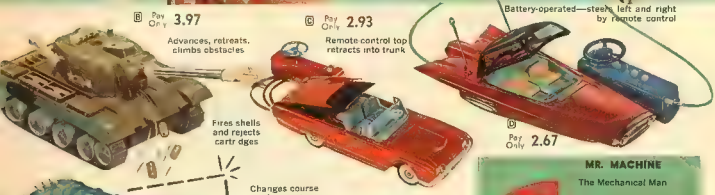
[L] **SLEEPYHEAD** cute simulated alarm-clock with bracelet.
5J134X925.....Ret. **$12.95**

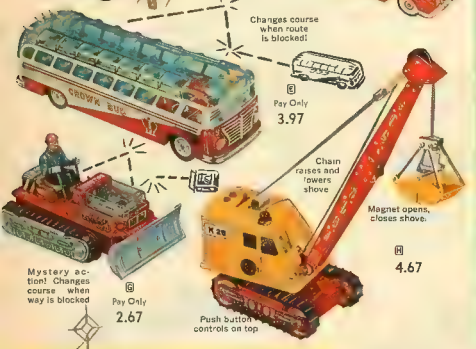
[M] **TEENAGER** facetted "ice cube" crystal reveals watch-works, with bracelet.
5J143X925.....Ret **$13.95**

[N] **SUNBURST** filigree locket encasing tiny watch, fine neck chain.
5J136X1062.....Ret. **$15.95**

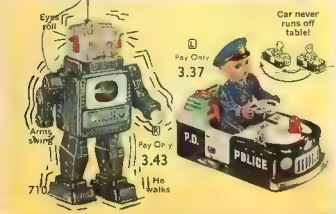
NEW BAZOOKA ROCKET GUN

Shoulder rest for careful aim—sight adjusts for right- or left-hand firing!
Pay Only 3.88
A
BAZOOKA
Fires rocket 30 feet
Pillbox "explodes" when hit!


B Pay Only 3.97
Advances, retreats, climbs obstacles
Fires shells and rejects cartridges
C Pay Only 2.93
Remote-control top retracts into trunk
Battery-operated—steers left and right by remote control
D Pay Only 2.67


Changes course when route is blocked!
E Pay Only 3.97
Chain raises and lowers shove
Magnet opens, closes shove.
H 4.67
Mystery action! Changes course when way is blocked
G Pay Only 2.67
Push buttons controls on top

MR. MACHINE
The Mechanical Man
J Pay Only 7.97
He opens his mouth and siren sounds
Just wind oversized key
His arms swing up and down
He walks and rings his bell



Action-Packed Toys Make Exciting Playtime "Playmates"!

ROCKET SOARS TO 300 FT.

B Pay Only 3.37

A NEW BAZOOKA ROCKET GUN

• Includes "exploding pillbox" and four rockets! Action begins when trigger is pulled! A full 30 feet away the enemy's pillbox "explodes" when hit! Junior infantryman are invincible with this rocket-shooting gun. They just pop rocket into tube chamber, adjust sight for right or left hand firing, and settle shoulder rest into position. Five "Exploding pillbox" assemblies easily. Black and green rocket gun of durable plastic with four harmless polyethylene rockets. Rocket gun measures 2 x 2 x 38½ in. long overall.
87-3653 W—Wt. 3 lbs.....Pay Only **3.88**

B REMCO U S ARMY "BULLDOG" TANK

• Realistically recreates battle scenes!
Lots of actual Advances, retreats, and climbs over obstacles! Fires four projectiles and ejects empty brass shells. Operates on two "D" batteries (not included).* Plastic body—13½ in. long
87-3539 A—Wt. 2 lbs.....Pay Only **3.97**

Same as above, but measures 22½ in. long Uses four "D" batteries (not included).*
87-4768 A—Wt. 6 lbs.....Pay Only **8.67**

C RETRACTABLE FORD HARD-TOP

• Looks and performs like a real "T-Bird"!
Authentic replica of the famous Ford Thunderbird. Goes forward and reverse. Automatically steers left and right. Trunk lifts up and hard-top automatically slides into trunk. Remote-control operation requires two "D" batteries (not included).* All-metal 1½ in long From Japan.
87-6433 A—Wt 2 lbs.....Pay Only **2.93**

D NEW FORD GYRON WITH LIGHT

• Battery-operated action car of the future!
Miniature scale replica of the famous Ford Gyron! This dashing car of the future goes forward and reverse—automatically steers left and right. A flip of the switch, and the hood raises and lowers automatically. Operates on two "D" batteries (not included.)* Realistically detailed—sturdy metal construction. 11¼ in. long From Japan.
87-3802 A—Wt 1 lb.....Pay Only **2.67**

E OBSTACLE-DODGING "CROWN" BUS

• Big battery-operated 24-passenger bus!
Action-packed fun! Goes anywhere—when it bumps into something, it changes course and continues on its way! See-thru dome reveals realistically detailed bus interior and flashing red and green lights. Headlight beams show the way in darkest corners. Lithographed metal. Rubber tires. Operates on two "D" batteries (not included) * From Japan. 14 in. long.
87-1236 A—Wt. 2 lbs.....Pay Only **3.97**

F BATTERY-OPERATED BULLDOZER

• Changes course when way is obstructed!
Nothing can stop this magic bulldozer—driver turns it in another direction if it hits something. Realistic action—driver moves the gears, engine lights flash, motor parts move. Non-marring rubber wheels. Operates on two "D" batteries (not included) * Sturdily built of lithographed metal. Measures 9¼ in. long From Japan.
87-0675 A—Wt. 1½ lbs.....Pay Only **2.67**

* Order batteries on page 614

"JOHNNY REB" CANNON

Fires cannon ball up to 35 ft.

G Pay Only 7.97

G CRANE WITH MAGNETIC SHOVEL

• Multi-action toy—works like a real shovel!
Battery-operated push-button controls—crane moves forward or reverse; cab swivels left, right; shovel moves up, down; red light goes on. Magnet opens, closes shovel. Boom is raised, lowered by hand wheel. Uses two "D" batteries (not incl.) * Metal construction—18 in long. Imported from Japan.
87-1087 A—Wt. 3 lbs.....Pay Only **4.67**

H IDEAL'S MR. MACHINE

• So much fun to take apart and reassemble!
He walks along rowing his ball, swinging his arms. Every 15 seconds a siren sounds. Spring-wound motor can be set to run in cycles or continuously for one minute. Assembled, easy to take apart—color guide instructions for reassembly. Clear plastic body shows moving parts. 18 in. high.
87-1806 A—Wt. 4 lbs.....Pay Only **7.97**

I NEW TELEVISION SPACEMAN

• Lights flash as he walks swinging his arms!
TV screen shows a landing on Mars! Color picture starts and spaceman walks when antenna is placed on top of his head—push down to start, pull up to stop. Lithographed metal Uses two "D" batteries (not incl.) * Imported from Japan. 15 in. high.
87-1343 A—Wt 2 lbs ..Pay Only **3.43**

J BATTERY OPERATED POLICE CAR

• Policeman drives his car anywhere!
Set it on a table and watch it go—it won't fall off! At edges it automatically turns. Red light flashes, siren sounds. Uses two "D" batteries (not incl.).* Lithographed metal. Japanese import. 9 in. long.
87-0907 A—Wt. 1½ lbs. ..Pay Only **3.37**

K NEW WIND-UP PINK POODLE

• French poodle prances, jumps, barks!
Her mouth opens and closes as she barks. Sturdy metal body covered with soft pink plush. With a golden pearl-trimmed collar. Youngsters will be delighted with her realistic antics. From Japan. 8 in. high.
87-1210 A—Wt. 1 lb .....Pay Only **2.34**

L FLOPPY-EARRED "SNAPPY DOG"

• He jumps and barks to a child's delight!
Lifelike lovable pup with real life actions! Easy-to-operate lever control—he jumps along and opens his mouth wide to bark! Sturdy metal body covered with soft plush. Imported from Japan. 9 in. long.
87-1228 A—Wt. 1 lb.....Pay Only **1.67**

M ROCKET AND PARACHUTE SET

• It's A-OK for the space-minded youngster!
Fires first- and second-stage rockets or 13-in. single-stage rocket with parachute. Soars up to a height of 300 ft. Safe—uses water as fuel. All plastic.
87-1780 A—Set. Wt. 1½ lbs..Pay Only **3.37**

N JOHNNY REB" CIVIL WAR CANNON

• Lifelike—provides real live-action fun!
Fires a featherweight cannon ball up to 35 ft.! An authentic reproduction of the cannons used on the battle fields of Gettysburg and Appomattox. With six plastic cannon balls, lanyard, Confederate flag, loading rammer. Plastic cannon—30 x 12¼ x 11¼ in.
84-0751 W—Wt. 7 lbs.....Pay Only **7.97**

O NEW WIND-UP M-34 TANK

• Looks and performs like the real thing!
Just wind it up and watch it go! M-34 tank moves forward—cannon "fires" white flash. Hatch on top opens and closes by hand. Rubber treads on wheels take sturdy tank over any terrain. Lithographed metal. Imported from Japan. Measures 7 in. long.
87-0816 A—Wt. 2 lbs.....Pay Only **1.97**

P NEW MONORAIL MAIL TRAIN

• Picks up mail bags and discharges them!
A mail car of the future for young space engineers! Picks up and discharges mail bags—at the flip of a youngster's finger. Train whizzes around 9-ft. mono-track (incl.)—order extra track below. With six track supports, loading platform, mail bags. Uses one "D" battery (not incl.).* Metal.
87-7886 A—Set. Wt. 3 lbs.....Pay Only **3.37**
87-7951 A—9 ft. of track. 2 lbs.....Only **1.37**

NEW M-34 TANK

B Pay Only 1.97

Wind key for action

GMC 711

MONORAIL

Mail pick-up

Whizzes around 9-ft. mono track

P Pay Only 3.37

Battery-operated

Elegant Entertainment That Travels . . .

Truetone Pocket Portables

(A) Truetone Eight-Transistor Pocket Radio

Eight transistors and one diode for amazing reception. Advance design, superheterodyne circuit with a separate mixer, oscillator RF stage and pre-drive provides better amplification and tonal quality. Automatic volume control. 2¼" Alnico PM speaker. Slide-rule vernier tuning for pinpoint selectivity. Push-pull audio for longer battery life. High-impact plastic case. Powered by a single long-life 9-volt battery. 4½" x 2¾" x 1½"

DC3318—Less Batteries **$24.95**

(B) Truetone All-Transistor Pocket Portable

3¾" tall . . . barely larger than a cigarette pack. Gold trim turquoise case has easel stand. Incredible performance from three transistors. Picture-window dial for easy station selection. With earphone jack 3¾" x 2¾" x 1⅛". Uses one 7D7604 or 7D9604 battery, 3D5300 earphone. Earphone and battery not included.

DC3303—Less Battery **$11.95**

(C) Truetone Imperial Six-Transistor Pocket Portable

Extra-sensitive and selective with class B push-pull audio for long battery life. Only four inches tall. Ebony case is crafted from high-impact plastic. Gold trim. Slide-rule dial! With earphone and leatherette case. Uses one 9-volt battery—7DC7604 or 7DC9604

DC3316—Less Battery **$19.95**

(D) Truetone Six-Transistor Pocket Portable Radio

Large ferrite antenna for best reception in medium fringe areas. Extra-sensitive and sensitive. Beautiful green plastic case. Features window tuning. Complete with earphone and carrying case. 4½" x 2¾" x 1⅛" Use 7D7604 or 7D9604 batteries.

DC3306—Less Batteries **$14.95**

(E) Truetone Jr. Transistor Radio

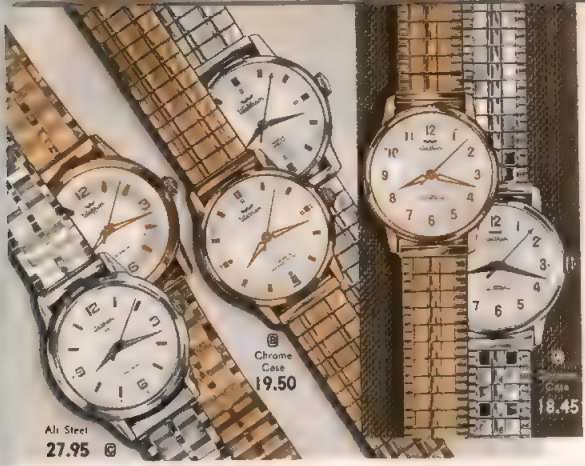
For local reception. Two transistors plus one diode. 2¼" PM speaker. Ferrite loop antenna, easy to read tuning dial. Complete with Dynamic earphone and vinyl carrying case. Inserting earphone in jack on radio automatically disconnects internal speaker. Uses 9-volt battery- 7D7604 or 7D9604. 4" x 2⅝" x 1¼".

DC3302—Less Batteries **$6.95**

(F) Truetone Six-Transistor Pocket Portable Clock Radio

Six transistors and one diode for good fringe area reception. Seven jewel 40-hour clock turns radio on or off . . . easy to operate. Large ferrite antenna. Class "B" push-pull audio. Slide-rule dial. Cowhide leather case with handstrap. Use 3D5300 earphone and 7D7604 or 7D9604 battery. 4½" x 2½" x 1¼"

DC3326—Less Battery **$33.95**



Ⓐ SEA COMMANDO WATERPROOF* WATCH
Ideal watch for men in the Armed Forces—or anyone who needs a rugged, dependable watch! Accurate 17-jewel shock-resistant movement. Waterproof*. Sweep second hand, luminous hour dots and hands. Unbreakable mainspring. Easy-to-read full Arabic dial. Chrome or yellow case with stainless steel back. Matching expansion band. ½ lb.
29-1096 V—Chrome case 18.45
29-1104 V—Yellow case 21.95

Ⓑ OCEAN SPARTAN WATERPROOF* WATCH
Made for years of wear! Waterproof*. Accurate 17-jewel movement is shock-resistant—with unbreakable mainspring. Striking full marker dial with sweep second hand, luminous hands, and markers. Chrome or yellow case with stainless steel back. Matching expansion band. Shipping weight ½ lb.
29-1112 V—Chrome case 19.50
29-1120 V—Yellow case 22.95

Ⓒ SEA BAXTER WATERPROOF* WATCH
Well-styled waterproof* Dependable 25-jewel movement—shock-resistant. Smart round dial—luminous hands and markings. Sweep second hand. Unbreakable mainspring. Choose all steel case or yellow case with stainless steel back. Matching expansion band. Shpg wt ½ lb. **No down payment.**
29-1054 V—All-steel case 27.95
29-1013 V—Yellow case 29.50

WALTHAM

Timing America for over 100 years! Nationally advertised and precision-crafted to the highest standards of design and performance! All Waltham watches are shock-resistant and have unbreakable mainsprings. All cases have stainless steel backs. In attractive gift boxes. Use our convenient Credit Command plan to buy the watch you want now! See page 789. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES

Ⓓ 38.95 Ⓔ Chrome Case 20.95 Ⓕ 28.50 Ⓖ 24.95 Ⓙ 42.50

Ⓓ SKINDIVER WATERPROOF* WATCH FOR UNDERWATER WEAR
Made to be worn underwater! The perfect watch for all skindivers! 100% waterproof* to depth of 25 fathoms. Turning rim shows the elapsed time of dive. Large easy-to-read luminous dial is visible in total darkness. Always dependable 17-jewel movement with unbreakable mainspring is shock-resistant. Chrome case with stainless steel back. Matching plastic band. **No down payment—see page 789.**
29-1237 V—Shipping weight ½ lb. 38.95

Ⓔ WAYNE ULTRA-THIN 17 JEWEL DRESS WATCH
So smart and handsome because it's so slim! Masculine styling made to look smart wherever it's worn! Long lasting and dependable 17-jewel movement is shock-resistant has unbreakable mainspring. Modern marker dial. Available with gleaming chrome or yellow case—each with matching textured 1/20 10K gold-filled expansion band. Shipping weight ½ lb.
29-1161 V—Chrome case 20.95
29-1138 V—Yellow case 22.95

Ⓕ LORD BUCKLEY 25-JEWEL DRESS WATCH
Ultra modern styling! Luminous hands, markings—sweep second hand. 25-jewel movement—shock-resistant. Unbreakable mainspring. Yellow case, stainless steel back. Matching expansion band. **No down payment.**
29-1187 V—Black dial. Shpg wt. ½ lb 28.50
29-1195 V—White dial. Shpg wt. ½ lb. 28.50

Ⓖ SIR KNIGHT 17-JEWEL DRESS WATCH
Sleek, clean lines! Sweep second hand. Accurate shock-resistant 17-jewel movement has unbreakable mainspring. Yellow case with stainless steel back. Matching expansion band. **No down payment—see page 789.**
29-1203 V—Shipping weight ½ lb. 24.95

Ⓙ GLADSTONE 25-JEWEL CONTOURED DRESS WATCH
Contoured case—curves around the wrist! Gold-tone hands, markings—sweep second hand. Shock-resistant 25-jewel movement—with unbreakable mainspring. Yellow case with stainless steel back. Matching expansion band. Wt ½ lb. **No down payment—see page 789.**
29-1211 V Black dial 42.50
29-1229 V—White dial 42.50

*While case, crown, crystal remain intact

A ROTOTRON "100" AUTOMATIC WATCH

Self wind! 100 functional jewels! Waterproof* case is 1/20 10K yellow gold filled—with stain less steel back. Sweep second hand, luminous hands, hour dots. Shock-resistant with unbreakable mainspring. Matching expansion band. ½ lb. **No down payment.**

29-0718 V—Champagne dial **67.50**
29-0932 V—White dial **67.50**

Same, but all stainless steel case.
29-0700 V—Wt. ½ lb. **57.50**

B AUTO JUPITER "65" WATCH

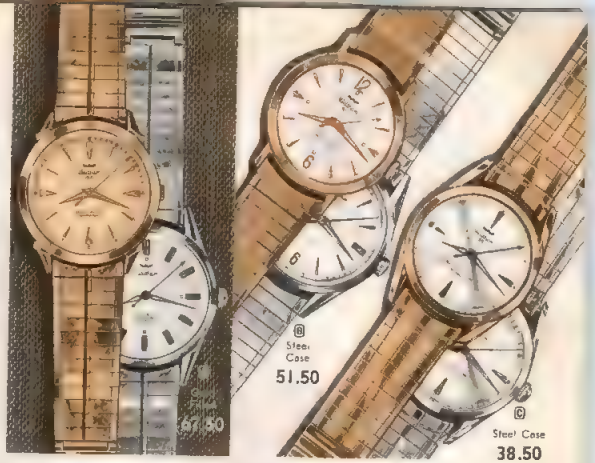
Self winding—65 functional jewels transform every motion of the wrist into accurate time-keeping energy! Waterproof* case with stainless steel back. Shock-resistant movement with unbreakable mainspring. Luminous hands, markers. Sweep second hand. Matching expansion band. Shpg. wt. ½ lb. **No down payment—see page 789.**

29-0965 V—Steel case **51.50**
29 0940 V—Yellow case **54.75**

C AUTO MERCURY 25-JEWEL WATCH

25 jewel self-winding movement—shock resistant with unbreakable mainspring. Waterproof* case, stainless steel back. Striking dial has sweep second hand, luminous hands and hour dots. Matching expansion band. Wt. ½ lb. **No down payment—see page 789.**

29-1070 V—Steel case **38.50**
29-1062 V—Yellow case **41.00**



Famous-name Waltham! Maker of precision-crafted watches for over 100 years—your assurance of fine quality, best workmanship, and superb designs. Watches are shock-resistant, have unbreakable mainsprings. All cases have stainless steel backs. Gift-boxed. Buy the watch you want now with our Credit Command plan. It's so convenient with no money down! ADD 10% FEDERAL EXCISE TAX TO ALL PRICES.

WALTHAM

Chrome Case **24.65** D Gold Plate **31.95** E **53.50** G **51.50** H Chrome Case **27.88**

D CASEY 17-JEWEL RAILROAD STYLE POCKET WATCH

Railroad style watch—ideal for drivers, farmers, etc.! Large, easy-to read dial with full numeral minute track and small second hand—black enameled Arabic figures. Durably constructed 17-jewel shock-resistant movement—unbreakable mainspring. Black leather fob included. Chrome plated case with stainless steel back. **No down payment—see page 789 for complete information.**

29-1245 V—Shipping weight ½ lb. **24.65**

Clancy 25-Jewel. Same as above, but 25-jewel movement. 10K yellow rolled gold plate case. **No down payment—see page 789.**

29 1252 V—Shipping weight ½ lb. **31.95**

E GOLDEN HOUSTON 25-JEWEL DRESS WATCH

Striking dial face with ultra modern styling—sure to please masculine tastes! 25-jewel shock-resistant movement with unbreakable mainspring Handsome and rich looking solid 14K yellow gold case. Matching expansion band. Sweep second hand, gold-tone hands and markers. **No down payment—see page 789.**

29-1179 V—Shipping weight ½ lb. **53.50**

G KELVIN ULTRA-THIN 21-JEWEL SELF-WINDING WATCH

Ultra-thin and ultra-handsome—the world's thinnest self-winding watch with a sweep second hand! Trim, tailored masculine styling—looks smart wherever it's worn! Precise and accurate 21-jewel self-winding movement is shock-resistant—unbreakable mainspring. Champagne dial with modern markers, sweep second hand. Yellow case is waterproof*—has stainless steel back. Matching expansum band. **No down payment**

29-1088 V—Shipping weight ½ lb. **51.50**

H AUTO CORVAIR 17-JEWEL SELF-WINDING WATCH

A man's watch—sleek styling with rugged, dependable 17 jewel movement! Automatic—it never needs winding! Waterproof* chrome or yellow case. Sweep second hand—luminous hands and markers. Shock-resistant with unbreakable mainspring. Matching expansion band fits your wrist snugly but comfortably! Shipping weight ½ lb. **No down payment—see page 789 for complete details.**

29-1260 V—Chrome case **27.88**
29-1278 V—Yellow case **29 95**

*While case, crown, crystal remain intact.

A "COUTURE" 17-JEWEL DRESS WATCH
Charming classic dress watch—styled to look fashionable wherever it's worn! Dependable 17 jewel movement—shock-resistant, unbreakable mainspring. Dainty case with stainless steel back. Complete with matching expansion bracelet. Here's the perfect gift choice for yourself—or for someone else. Shipping wt ½ lb.
10-3127 V Yellow top case. 19.95
10-3135 V—White top case. 19.95

B "ADA" 17-JEWEL DRESS WATCH
Superb dress watch styling—made to give years and years of dependable service! Features the accuracy of a shock-resistant 17 jewel movement plus an unbreakable mainspring. Classic square shaped dial face. Attractive case with stainless steel back. Matching expansion bracelet for wrist flattery. Beautifully designed—collects compliments everywhere you wear it! Shipping weight ½ lb.
10 3465 V—Yellow top case. 18.95
10-3473 V—White top case. 18.95

C "JUSTINA" 17-JEWEL DRESS WATCH
Elegant simplicity—combines graceful lines with a smooth sculptured look to create a beautiful dress watch to wear everywhere! Beautifully designed case with non-corrosive back. 17-jewel movement—unbreakable mainspring, shock resistant. Matching expansion bracelet for snug, but comfortable fit. Costs so little, yet gives so much service! Order yours today.
10-3481 V—Yellow top case. 19.95
10-3796 V—White top case. 19.95

WALTHAM

Timing America for over 100 years! Nationally advertised and precision-crafted to the highest standards of design and performance! All Waltham watches are shock-resistant and have unbreakable mainsprings. Packed in attractive gift boxes. Use our convenient Credit Command plan to buy the watch you want now—no down payment needed. See page 769 for details

D 31.00 E 28.95 F 29.50 G 26.50 J As Low As 41.50 K As Low As 30.50

D "LUCILLE" 25-JEWEL PETITE DRESS WATCH
So tiny that it slips easily through a woman's ring! Dainty yellow or white rolled gold plate case with stainless steel back. Always dependable 25-jewel movement—unbreakable mainspring, shock resistant. Matching expansion bracelet. ½ lb. **No down payment.**
10-3143 V -Yellow case 31.00
10-3150 V—White case 31.00

E "HENRIETTA" 17-JEWEL PETITE DRESS WATCH
Beautiful yellow or white rolled gold plate case with non-corrosive back. 17 jewel movement with unbreakable mainspring. Shock resistant. Expansion bracelet. ½ lb. **No down payment.**
10-3358 V Yellow case 28.95
10-3366 V—White case 28.95

F "ANDREA" 17-JEWEL PETITE SPORT WATCH
Yellow or white case with stainless steel back. Accurate, long-lasting 17-jewel movement—shock resistant with unbreakable mainspring. Matching black strap. ½ lb. **No down payment.**
10-3499 V—Yellow case 29.50
10-3507 V—White case 29.50

G "BETTY" 17-JEWEL NURSE'S DRESS WATCH
Full numeral dial, sweep second hand. Precise 17-jewel movement—shock resistant with unbreakable mainspring. Yellow or white case with stainless steel back Matching expansion band. ½ lb. **No down payment.**
10-3390 V—Yellow case 26.50
10 3408 V—White case 26.50

J "CARLA" 17-JEWEL NURSE'S WATERPROOF* WATCH
Superb quality! Self-winding waterproof* movement, sweep second hand. Easy-to-read round dial. Accurate 17-jewel movement—shock resistant, unbreakable mainspring. Yellow or chrome plated case with stainless steel back Wide matching expansion bracelet. ½ lb. **No down payment.**
10-3432 V—Chrome plated case 41.50
10-3424 V—Yellow case 42.95

K "SEA NURSE" WATERPROOF* 17-JEWEL WATCH
Large round dial with sweep second hand. Waterproof* and shock-resistant 17-jewel movement with unbreakable mainspring. Yellow or stainless steel case with stainless steel back. Expansion bracelet. ½ lb.
10-3457 V—Stainless steel case 30.50
10-3440 V Yellow case 32.50

 ADD 10% FEDERAL EXCISE TAX TO ALL PRICES ON THIS PAGE. *Waterproof as long as case, crown, crystal are intact

F SEA COMMANDO WATERPROOF* WATCH
Ideal watch for men in the Armed Forces—or anyone who needs a rugged, dependable watch! Accurate 17-jewel shock-resistant movement. Waterproof*. Sweep second hand, luminous hour dots and hands. Unbreakable mainspring. Easy-to-read full Arabic dial. Chrome or yellow case with stainless steel back. Matching expansion band, ½ lb.
29-1096 V—Chrome case 18.45
29-1104 V—Yellow case 21.95

G OCEAN SPARTAN WATERPROOF* WATCH
Made for years of wear! Waterproof*. Accurate 17-jewel movement is shock-resistant—with unbreakable mainspring. Striking full marker dial with sweep second hand, luminous hands, and markers. Chrome or yellow case with stainless steel back. Matching expansion band. Shipping weight ½ lb.
29-1112 V—Chrome case 19.50
29-1120 V—Yellow case 22.95

G SEA BAXTER WATERPROOF* WATCH
Well-styled waterproof*. Dependable 25-jewel movement—shock-resistant. Smart round dial—luminous hands and markings. Sweep second hand. Unbreakable mainspring. Choose all steel case or yellow case with stainless steel back. Matching expansion band. Shpg. wt. ½ lb. **No down payment.**
29-1054 V—All-steel case 27.95
29-1013 V—Yellow case 29.50

WALTHAM

Timing America for over 100 years! Nationally advertised and precision-crafted to the highest standards of design and performance! All Waltham watches are shock-resistant and have unbreakable mainsprings. All cases have stainless steel backs. In attractive gift boxes. Use our convenient Credit Command plan to buy the watch you want now! See page 789. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES.

G 38.95 F Chrome Case 20.95 G 28.50 H 24.95 J 42.50

G SKINDIVER WATERPROOF* WATCH FOR UNDERWATER WEAR
Made to be worn underwater! The perfect watch for all skindivers! 100% waterproof* to depth of 25 fathoms. Turning rim shows the elapsed time of dive. Large easy-to-read luminous dial is visible in total darkness. Always dependable 17-jewel movement with unbreakable mainspring is shock-resistant. Chrome case with stainless steel back. Matching plastic band. **No down payment—see page 789.**
29-1237 V—Shipping weight ½ lb. 38.95

G WAYNE ULTRA-THIN 17-JEWEL DRESS WATCH
So smart and handsome because it's so slim! Masculine styling made to look smart wherever it's worn! Long lasting and dependable 17-jewel movement is shock resistant—has unbreakable mainspring. Modern marker dial. Available with gleaming chrome or yellow case—each with matching textured 1/20 10K gold-filled expansion band. Shipping weight ½ lb.
29-1161 V—Chrome case 20.95
29-1138 V—Yellow case 22.95

G LORD BUCKLEY 25-JEWEL DRESS WATCH
Ultra modern styling! Luminous hands, markings—sweep second hand. 25-jewel movement—shock-resistant. Unbreakable mainspring. Yellow case, stainless steel back. Matching expansion band. **No down payment.**
29-1187 V—Black dial. Shpg. wt. ½ lb. 28.50
29-1195 V—White dial. Shpg. wt. ½ lb. 28.50

H SIR KNIGHT 17-JEWEL DRESS WATCH
Sleek, clean lines! Sweep second hand. Accurate shock-resistant 17-jewel movement has unbreakable mainspring. Yellow case with stainless steel back. Matching expansion band. **No down payment—see page 789.**
29-1203 V—Shipping weight ½ lb. 24.95

J GLADSTONE 25-JEWEL CONTOURED DRESS WATCH
Contoured case—curves around the wrist! Gold-tone hands, markings—sweep second hand. Shock resistant 25-jewel movement—with unbreakable mainspring. Yellow case with stainless steel back. Matching expansion band. Wt. ½ lb. **No down payment—see page 789.**
29-1211 V—Black dial 42.50
29-1229 V—White dial 42.50

*While case, crown, crystal remain intact.

A ROTOTRON "100" AUTOMATIC WATCH
Self-wind! 100 functional jewels! Waterproof* case is 1/20 10K yellow gold filled—with stainless steel back. Sweep second hand, luminous hands, hour dots. Shock-resistant with unbreakable mainspring. Matching expansion band. ½ lb. **No down payment.**
29-0718 V—Champagne dial 67.50
29-0932 V—White dial 67.50
Same, but all stainless steel case.
29-0700 V—Wt. ½ lb. 57.50

B AUTO JUPITER "65" WATCH
Self winding—65 functional jewels transform every motion of the wrist into accurate timekeeping energy! Waterproof* case with stainless steel back. Shock-resistant movement with unbreakable mainspring. Luminous hands, markers. Sweep second hand. Matching expansion band. Shpg. wt. ½ lb. **No down payment—see page 789.**
29-0965 V—Steel case 51.50
29-0940 V—Yellow case 54.75

C AUTO MERCURY 25-JEWEL WATCH
25-jewel self-winding movement—shock-resistant with unbreakable mainspring. Waterproof* case, stainless steel back. Striking Jacl has sweep second hand, luminous hands and hour dots. Matching expansion band. Wt. ½ lb. **No down payment—see page 789.**
29 1070 V Steel case 38.50
29-1062 V—Yellow case 41.00

Famous-name Waltham! Maker of precision-crafted watches for over 100 years—your assurance of fine quality, best workmanship, and superb designs. Watches are shock-resistant, have unbreakable mainsprings. All cases have stainless steel backs. Gift-boxed. Buy the watch you want now with our Credit Command plan. It's so convenient with no money down! ADD 10% FEDERAL EXCISE TAX TO ALL PRICES.

WALTHAM

Chrome Case **24.65** | **D** Gold Plate **31.95** | **E** **53.50** | **G** **51.50** | **M** Chrome Case **27.88**

D CASEY 17-JEWEL RAILROAD STYLE POCKET WATCH
Railroad style watch—ideal for drivers, farmers, etc.! Large, easy-to-read dial with full numeral minute track and small second hand—black enameled Arabic figures. Durably constructed 17-jewel shock-resistant movement—unbreakable mainspring. Black leather fob included. Chrome plated case with stainless steel back. **No down payment—see page 789 for complete information.**
29-1245 V—Shipping weight ½ lb. 24.65

Clancy 25-Jewel. Same as above, but 25-jewel movement. 10K yellow rolled gold plate case. **No down payment—see page 789.**
29-1252 V—Shipping weight ½ lb. 31.95

E GOLDEN HOUSTON 25-JEWEL DRESS WATCH
Striking dial face with ultra modern styling—sure to please masculine tastes! 25-jewel shock-resistant movement with unbreakable mainspring. Handsome and rich looking solid 14K yellow gold case. Matching expansion band. Sweep second hand, gold-tone hands and markers **No down payment—see page 789.**
29-1179 V—Shipping weight ½ lb. 53.50

G KELVIN ULTRA-THIN 21-JEWEL SELF-WINDING WATCH
Ultra-thin and ultra-handsome—the world's thinnest self-winding watch with a sweep second hand! Trim, tailored masculine stylings—looks smart wherever it's worn! Precise and accurate 21 jewel self-winding movement is shock-resistant—unbreakable mainspring. Champagne dial with modern markers, sweep second hand. Yellow case is waterproof*—has stainless steel back Matching expansion band. **No down payment.**
29-1088 V Shipping weight ½ lb. 51.50

M AUTO CORVAIR 17-JEWEL SELF-WINDING WATCH
A man's watch—sleek styling with rugged, dependable 17-jewel movement! Automatic—it never needs winding! Waterproof* chrome or yellow case. Sweep second hand—luminous hands and markers. Shock-resistant with unbreakable mainspring. Matching expansion band fits your wrist snugly but comfortably! Shipping weight ½ lb. **No down payment—see page 789 for complete details.**
29-1250 V—Chrome case 27.88
29-1278 V Yellow case 29.95

*White case, crown, crystal remain intact.

A "COUTURE" 17-JEWEL DRESS WATCH

Charming classic dress watch—styled to look fashionable wherever it's worn! Dependable 17 jewel movement—shock resistant, unbreakable mainspring. Dainty case with stainless steel back. Complete with matching expansion bracelet. Here's the perfect gift choice for yourself—or for someone else. Shipping wt. ½ lb.

10-3127 V—Yellow top case. 19.95
10-3135 V White top case. 19.95

B "ADA" 17-JEWEL DRESS WATCH

Superb dress watch styling—made to give years and years of dependable service! Features the accuracy of a shock-resistant 17 jewel movement plus an unbreakable mainspring. Classic square shaped dial face Attractive case with stainless steel back Matching expansion bracelet for wrist flattery. Beautifully designed—collects compliments everywhere you wear it! Shipping weight ½ lb.

10-3465 V -Yellow top case. 18.95
10-3473 V—White top case. 18.95

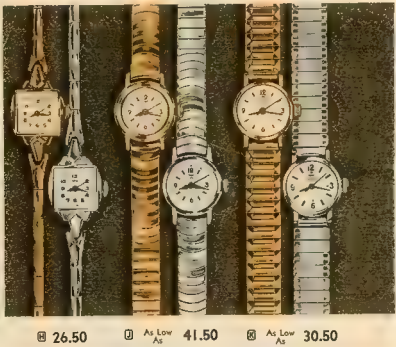
C "JUSTINA" 17-JEWEL DRESS WATCH

Elegant simplicity combines graceful lines with a smooth sculptured look to create a beautiful dress watch to wear everywhere! Beautifully designed case with non-corrosive back. 17-jewel movement—unbreakable mainspring, shock resistant. Matching expansion bracelet for snug, but comfortable fit. Costs so little, yet gives so much service! Order yours today.

10 3481 V—Yellow top case. 19.95
10-3796 V—White top case. 19.95

WALTHAM

Timing America for over 100 years! Nationally advertised and precision-crafted to the highest standards of design and performance! All Waltham watches are shock-resistant and have unbreakable mainsprings. Packed in attractive gift boxes. Use our convenient Credit Command plan to buy the watch you want now—no down payment needed. See page 789 for details.



D 31.00 **E 28.95** **F 29.50** **H 26.50** **J As Low As 41.50** **K As Low As 30.50**

D "LUCILLE" 25-JEWEL PETITE DRESS WATCH

So tiny that it slips easily through a woman's ring! Dainty yellow or white rolled gold plate case with stainless steel back. Always dependable 25-jewel movement—unbreakable mainspring, shock resistant. Matching expansion bracelet. ½ lb. **No down payment.**

10-3143 V Yellow case 31.00
10-3150 V—White case 31.00

E "HENRIETTA" 17-JEWEL PETITE DRESS WATCH

Beautiful Yellow or white rolled gold plate case with non-corrosive back 17-jewel movement with unbreakable mainspring. Shock resistant Expansion bracelet ½ lb. **No down payment.**

10-3358 V —Yellow case 28.95
10 3366 V—White case 28.95

F "ANDREA" 17-JEWEL PETITE SPORT WATCH

Yellow or white case with stainless steel back. Accurate; long-lasting 17 jewel movement—shock resistant with unbreakable mainspring. Matching black strap ½ lb. **No down payment.**

10-3499 V—Yellow case 29.50
10-3507 V -White case 29.50

H "BETTY" 17-JEWEL NURSE'S DRESS WATCH

Full numeral dial, sweep second hand. Precise 17-jewel movement—shock resistant with unbreakable mainspring. Yellow or white case with stainless steel back. Matching expansion band, ½ lb. **No down payment.**

10 3390 V—Yellow case 26.50
10-3498 V—White case 26.50

J "CARLA" 17-JEWEL NURSE'S WATERPROOF* WATCH

Superb quality! Self-winding waterproof* movement, sweep second hand. Easy-to-read round dial. Accurate 17-jewel movement—shock resistant, unbreakable mainspring. Yellow or chrome plated case with stainless steel back. Wide matching expansion bracelet, ½ lb. **No down payment.**

10-3432 V—Chrome plated case 41.50
10-3424 V—Yellow case 42.95

K "SEA NURSE" WATERPROOF* 17-JEWEL WATCH

Large round dial with sweep second hand. Waterproof* and shock-resistant 17-jewel movement with unbreakable mainspring Yellow or stainless steel case with stainless steel back. Expansion bracelet. ½ lb.

10-3457 V -Stainless steel case 30.50
10-3440 V—Yellow case 32.50

ADD 10% FEDERAL EXCISE TAX TO ALL PRICES ON THIS PAGE. *Waterproof as long as case, crown, crystal are intact.

Westinghouse

MELMAC DINNERWARE

Newport

Colorful, hardy and serviceable . . . that's Westinghouse Melmac Distinction Dinnerware. Perfect for breakfast, lunch, dinner and snack-time, too, these delightful patterns compliment the gracious hostess.

WESTINGHOUSE MELMAC

DISTINCTIVE DINNERWARE

TEA ROSE

45-piece set of decorated and solid color pieces—10" decorated dinner plates and 7" decorated salad plates; solid color cups, saucers, platter, soup bowls, vegetable dish, creamer and sugar. Service for 8.

A realistic rose in the true pinks and greens of nature — blended with Newport styling to create a striking harmony. Pink accessories bring out the true beauty of this matchless pattern. Gracefully shaped with tapered edges to give the look of china. Reinforced points of stress. Will create a beautifully blended table setting. 45-piece set with 16 of the pieces decorated.

37K564P [1988] Wt. 18 lbs. . . . . Retail **$39.95**

ROSE GARLAND

Service for 8 includes 10" decorated dinner plates and 7" decorated salad plates. Solid color pieces include: cups, saucers, platter, soup bowls, vegetable dish, creamer and sugar. 45pieces in all.

A wreath of pink roses, shaped into a delicate pattern of lasting beauty. The newest addition to the Newport line, Rose Garland reaches the epitome of perfection in floral patterns. Background is a gleaming white with white accessory pieces. Just enough color to brighten your table. A practical set for constant use, reinforced at points of stress. 45-piece set; 16 of the pieces decorated.

37K645P [1788] Wt. 18 lbs . . . . . Retail **$33.50**

PARISIAN SPRINGTIME

45-piece set is service for 8 people. Includes 10" decorated dinner plates and 7" decorated salad plates. Solid color pieces include: cups, saucers, platter, soup bowls, vegetable dish, creamer and sugar.

Fragile spring flowers in a casual arrangement create a beautiful pattern in Parisian colors. A gleaming white background and white accessory pieces accentuate the bright colors. Tapered edges give the look of real china, yet all pieces have reinforced thickness at points of greatest stress. For a glamorous table setting with everyday practicality. 45-piece set with 16 of the pieces decorated.

37K646P [1788] Wt. 18 lbs. . . . . Retail **$33.50**

GIVE Melmac . . . THE EASIEST CARE

More Features! Bright colors and patterns are molded in—satin smooth and easy to care for

More Quality! So durable they're guaranteed by Spiegel for two years in normal use

More Savings! Now our lowest price ever on beautifully decorated service for eight

"Golden Harvest" Melmac combines loveliness of color and pattern with durability and ease of care. So smart you'll be proud to use it for guests . . . so strong you'll use it daily without fear of chipping or cracking. Stays beautiful . . . colors never fade—even in strong detergents or automatic dishwashers.

Now priced extra low for gift giving: complete service for 8 all you need to set a gracious table. Includes 8 ea: Cocoa Brown cups, fruit dishes, 8 White saucers; 8 decorated dinner plates and bread butter plates plus Cocoa Brown platter, vegetable bowl, creamer and sugar bowl with lid. Mailable.
Z79 J 4184. Shipping weight 17 lbs. . . . . All 45 pcs. 14.88

GIVE A GIFT FOR GRACIOUS LIVING . . buy now and pay only a little each month on Big Plus Budget Power . . . see page 243.

45 Pc Set 14.66

DINNERWARE EVER!

Colorful, decorated Melmac dinnerware guaranteed by Spiegel against breakage in normal use for two years. $6.27 Hostess service included with each set.

[1] AUTUMN MELODY . . . service for eight in warm fall colors to add a cheery note to any table. Decorated dinner and bread-butter plates; White saucers; others Persimmon (orange red)
Z79 J 4185 Mailable. (19 lb.) Hostess set included 50 pcs 19 88

[2] BON-AIRE, charming service for eight in smart, yet simple design sure to bring compliments! Decorated dinner and bread butter plates, White saucers; others Sea Foam (light blue)
Z79 J 4186. Mailable. (19 lb.). Hostess set included...50 pcs. 19.88

[3] ROSEWOOD. Exquisite full-blown roses, tiny buds accent this table setting for eight. Decorated dinner and bread-butter plates White saucers, all others Peppermint pastel Pink.
Z79 J 4187. Mailable. (19 lb.). Hostess set included. .50 pcs. 19.88

[4] NOUVEAU. Cool shades of Avocado Green and Persimmon highlight service for eight. Decorated dinner and bread butter plates, White saucers; others Avocado Green. Mail
Z79 J 4188. Shpg weight 19 lbs. Hostess set included .50 pcs. 24.88

[5] BLUE MORN. Delicate, yet striking accents of Turquoise add a dramatic flair to service for eight. Decorated dinner and bread butter plates; White saucers, all others Turquoise.
Z79 J 4189. Mailable. (19 lb.). Hostess set included. 50 pcs. 24.88

[6] TEMPO. So smart, so modern, you'll use this service for eight with particular pride! Decorated dinner and bread-butter plates; White saucers; all others Persimmon (orange-red).
Z79 J 4190. Mailable. (19 lb.) Hostess set included . 50 pcs. 24.88

50 Pc Set: 8 ea cups, saucers, dinner plates, bread butter plates, soup bowls; 1 ea. platter, creamer, sugar w/lid and 6-pc. Hostess set.

rainbow or solid pastel Melmac sets for festive tables and savings at these prices

Brighten her Christmas and her table with "Rainbow" . . . guaranteed by Spiegel for 2 years normal use. Incl. 8 cups, saucers, dinner plates, bread butter plates, soup-cereal bowls; 4 vegetable bowl, platter, sugar bowl w/lid, creamer. Pastel colors: Yellow, Pink, Turquoise, White. Mailable. Sh. wt. 15 lbs.
Z79 J 4160. Rainbow—four assorted colors above 45 pcs 14 66
Z79 J 4161. Solid—state one color above 45 pcs 14 66

20-Pc. Set includes 4 each cups, saucers, dinner plates, bread-butter plates, cereal-soup bowls. Mailable. Shpg wt. 7 lbs.
Z79 J 4146. Rainbow—four assorted colors above 20 pcs 6 88
Z79 J 4147. Solid—state one color above 20 pcs 6 88

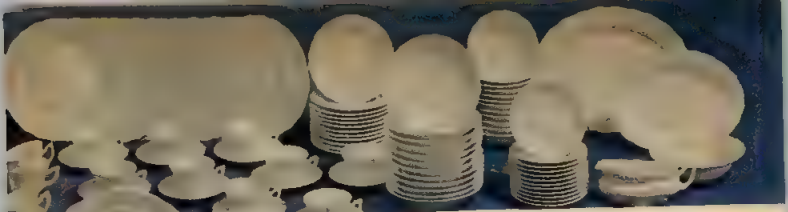
85-Pc Set includes 12 each cups, saucers, dinner plates, bread butter plates, cereal soup bowls; 1 creamer, sugar bowl with lid, platter and vegetable bowl. Mailable. Shpg wt. 20 lbs.
Z79 J 4148W. Rainbow—4 assorted colors above 85 pcs 21 50
Z79 J 4149W. Solid—state one color above . 85 pcs 21.50

Open Stock. We guarantee replacements for 6 months after sale ends. Minimum order $3.00. Prices quoted are for individual pieces.

Please state Catalog Number, name of pattern, name of piece ordered. Ship. Wt's below **	Coffee Cup	Saucer	Dinner Plate	Cereal-Soup Bowl	Bread Butter Plate	12 in Platter	14 in Platter	Fruit Sauce Dish	Creamer-Sugar w/lid	Veg. Bow.	Divided Veg. Bow.	Salad Plate	Gravy Boat	Butter Dish	3-Pc. Chip 'N Dip
Golden Harvest, Z79 J 4191	.59	.49	1.69*	.69	.99*	2.25	2.79	.49	2.89	1.99	2.79		1.99	1.99	2.29
Autumn Melody, Z79 J 4192	.59	.49	1.69*	.69	.99*	2.25	2.79	.49	2.89	1.99	2.79		1.99	1.99	2.29
Bon Aire, Z79 J 4193	.59	.49	1.69*	.69	.99*	2.25	2.79	.49	2.89	1.99	2.79		.99	1.99	2.29
Rosewood, Z79 J 4194	.59	.49	1.69*	.69	.99*	2.25	2.79	.49	2.89	.99	2.79		1.99	.99	2.29
Nouveau, Z79 J 4,95	.65	.59	2.69*	.99	.99*	2.89	2.89	.59	2.89	1.99	2.79		1.99	1.99	2.29
Blue Morn, Z79 J 4196	.65	.59	2.69*	.99	.99*	2.89	2.89	.59	2.89	1.99	2.79	1.09	1.99	1.99	2.29
Tempo, Z79 J 4197	.65	.59	2.69*	.99	.99*	2.89	2.89	.59	2.89	1.99	2.79	1.09	1.99	1.99	2.29
Rainbow, Z79 J 4162†	.59	.49	1.39	.69	.59	2.25	2.79	.49	2.89	1.99	2.79	1.09	1.99	1.99	2.29
Shipping weights for Melmac**	6 oz	4 oz	12 oz	4 oz	4 oz.	12 oz	12 oz	4 oz	8 oz.	12 oz	12 oz	4 oz.	4 oz	4 oz	12 oz

†State color of each piece: Turquoise, Pink, Yellow or White. *Decorated. **For shipping weight add 1 lb. to total wt. of pieces in order, add 3 lbs. if platter, veg. bowl, dinner plate or chip'n dip set included. Mailed promptly from factory. Nouveau, Blue Morn and Tempo: Chicago, Illinois, others Manitowoc, Wisconsin.

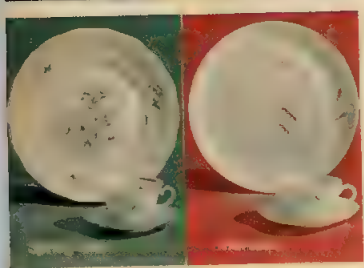
See Page 243 for Budget Power—buy all your needs at Spiegel



95 Pc Set 19.88

WHITE ON WHITE SEM. PORCELAIN WARE. The quiet sheen with pretty striking simplicity and graceful raised design make it suitable for everyday use as well as special occasions. Expertly crafted of handsome, high-fired semi-porcelain with hard, smooth non-porous glaze these dishes are detergent proof, safe even in your dishwasher. Chip, crack and craze resistant. Includes 12 cups, 12 saucers, dinner plates, salad plates, fruit plates, soup bowls, bread butter plates, 1 creamer, sugar bowl, salad vegetable bowl, gravy boat, 2 platters, 12 ounce tumbler. M79 J 4244 Freight or express. Shpg. wt. 52 lbs. 95 pcs 19.88

Festive TABLE SETTINGS—PLEASURES



Service for 8 **26.88** FINE CHINA YOUR CHOICE Service for 12 **44.88**

SHERATON ROSE. European translucent china. Traditional design.
M79 J 4006 57 pc set. Comparison below. Frt. or exp. 43 lbs. 26.88
M79 J 4007 98 pc set. Comparison below. Freight. 62 lbs. 44.88

SPRING GLEN. European translucent china. Charming fine quality.
M79 J 4008 57 pc set. Comparison below. Frt. or exp. 43 lb. 26.88
M79 J 4009 98 pc set. Comparison below. Freight. 62 lbs. 44.88

HARVEST. Japanese translucent china. Lightweight strong.
M79 J 4 .2 57 pc set. Comparison below. Frt. or exp. 43 lb. 26.88
M79 J 4 .3 95 pc set. Comparison below. Freight. 62 lb. 44.88

Service for eight 8 dinner plates, soup plates, salad dishes, saucers, 12 cups, platter, vegetable bowl, creamer, sugar bowl, 8 salad plates in Sheraton and Spring, 8 bread butter plates in Harvest.

Service for twelve 12 dinner plates, salad plates, bread butter plates, soup plates, salad plates, saucers, 18 cups, 1 creamer and sugar bowl with lid, platter, vegetable bowl. 98 pc. sets also contain one each extra vegetable bowl, platter and gravy boat.

Budget Power protects peace of mind with Prudential Insurance

WITHOUT MERRY *Music Makers?*

LEFT: *The Toys They Never Forget!*

(1) LITTLE MUSICIANS love Kenner's Play-a-Tune! Just insert tune-player, turn and blow! 20 tunes in all. Durable plastic. For all ages 4 to 12.
34 Y 6401.....3.88
Ship. wt. 2 lb. 12

(2) NEW 'N DIFFERENT! Kenner's Scottie Bagpipe with simple guides — play favorite tunes! Sturdy plastic construction. Great fun for ages 5 and up.
34 Y 6398.....2.44
Ship. wt. 2 lb. 2 oz.

(3) PLAY BANJO MUSIC easily with Kenner's new Banjo-matic. 20 plastic tune-players. Only one string — always in tune. Ages 4 to 12.
34 Y 6400.....4.66
Ship. wt. 3 lb. 12 oz.

(4) PLAY-BY-COLOR Harmonette—loads of fun, great sound. Color matched song book. Sturdy plastic. "Tuned reeds." Ages 4 to 10 will enjoy this.
34 Y 6300.....1.99
Ship. wt. 1 lb. 2 oz.

(5) GOLDEN PIANO ACCORDION — one foot high. Extends to nearly 2-ft. Plays harmony, rhythm with full scale piano keyboard for right hand, bass notes, chords for left. 52 tuned reeds. Gold finished plastic.
34 Y 6353—Ages 4-12. Ship. wt. 3 lb. 7 oz. Mail.....5.94
SMALLER ACCORDION. Blue. 26 reeds. 13 keys.
34 Y 6354—Ages 3-10. Ship. wt. 1 lb. 14 oz. Mail....3.77

(6) "HUMPTY DUMPTY" musical toy. Humpty totters, falls and cracks open, then comes together again, rises to top of wall. Lithographed steel base. Unbreakable plastic humpty. Abt. 7x6x8-in. Ages 2-6.
34 Y 6331—Shipping weight 2 lb. 2 oz.....2.69

(7) STRUM-FUN GETAR. Strumming lever plays hidden music disc. Strum proper rhythm, simulate hand playing. 8 songs on music discs. Nylon strings. By Mattel.
34 Y 6328—Ages 5 to 12. Wt. 2 lb. 8 oz.....3.39

(8) MATTEL GETARS—turn a tune. Just turn the crank to play your character's (see below) song. Lithographed plastic. Nylon strings. 14-in. long. A delight for ages 3-8.
34Y6326–Yogi. 1 lb....1.49
34Y6327–Casper. 1 lb. 1.49
34Y6367–Cecil. 1 lb...1.49

(9) MUSIC BOXES by Mattel! Turn crank and characters pop up. Lithographed metal box. Abt. 5¼x5¼x5¼-in. Favorites for Ages 2 to 6.
34Y6365–Cecil.
34Y6329–Popeye.
34Y6330–Jack-in-Box.
Wt. 1 lb. 10 oz. Ea. 1.97

(10) FIDO'S musical dog-house has genuine Swiss musical unit. Plays "Where, Oh Where, Has My Little Dog Gone" until Fido "jumps" out. Metal dog house abt. 7¼x7½x7¾-in. Ages 2-8.
34Y6402—2 lb. 9 oz...2.99

(11) AUTOMATIC CHORAL TOP — 12 tone choral reads produce changing chords. Metal with poly base.
34 Y 6403—Abt. 6½x6½-in. All ages. Wt. 2 lb. 6 oz. 1.99

RIGHT: *Drums and Strings that Sing*

(12) EMENEE RODEO GUITAR — full size! Attractively decorated. Fine guitar tone. 6 nylon strings. Sturdy plastic. Shoulder cord, felt pick. Abt. 3 ft. long.
34 Y 6396E—Ages 7 to 17. Ship. wt. 5 lb. Mail.....3.99

(13) LONE RANGER guitar —6 nylon/wire strings. Fibreboard. Decorated with Lone Ranger motif. Abt. 30-in. long. Ages 6-16.
34 Y 6394E—4 lb....2.99

(14) "TWIST" 4-string guitar. Ivory and Turquoise finished fibreboard. Nylon strings. About 24½-in. long. Ages 5 to 12.
34 Y 6395E—Wt. 3 lb. 1.99

(15) BONGO DRUMS by Emenee — richly finished, solid 'n sturdy construction. Professional sound. Folder of rhythms. Ages 7 to 70. Order now!
34Y6397 –3 lb. 2 oz. 4.99

(16) DRUM SET—colorful design on 16-inch bass drum. Also: Snare drum, tom-tom, triangle, cymbal foot beater. For ages 4-12. Mailable. Order now!
34 Y 6393E—Wt. 6 lb. 2.99

Our Lowest Prices
1 Rugged Stallions low as 14.95

Let's Ride

PLAYFUL MOUNTS LOVE TO GALLOP

It's high spirited fun!
on a beautiful black stallion
low as **7.66**

BLACK STALLIONS ride fast enough to thrill any young cowboy! Rugged construction with long life steel springs; gleaming Black beauties have full poly bodies that are unbreakable—made to withstand really rough riding! They're beautifully detailed and so realistic! Glittering color steel tubular frames. Will serve as favorite companions for years! In two sizes

"Winner" Horse. Saddle height about 21 inches Mail. or Express.
E35 Y 7413E-Wt 14 lb Was 12.79. 11 97

"Colt" Horse. Saddle height about 14½-in. Mailable. Order now!
35 Y 7412E--Wt 11 lb 7.66

SHOWN ON OPPOSITE PAGE:

(1) SPIRITED HORSES. High spirited spring action horses for young range riders! They'll thrill to these realistically sculptured stallions that are break-resistant; high quality chrome finish on frame and stirrups. Authentic western design.
"Mustang" for ages to 8. Saddle height 29-in. Shipped freight.
35 Y 7407R—Shipping weight 31 lb. Was 29.95. . . . . 26.95
"Buckskin" for ages to 7. Saddle height 27-in. Mail. or Express
E35 Y 7406E—Shipping weight 19 lb. Was 19.98. . . . . .18.95
"Ranger" for ages to 6. Saddle height 23-in. Mail. or Express.
E35 Y 7404E—Shipping weight 15 lb. Was 15.98. . . . . .14.95

(2) "TONY THE PONY." He actually moves on his own . . . up and down, forward, back and in a circle! He's powered by a 12V hot shot battery — steers by turning his head. Speed is controlled by a stirrup "accelerator." He's an adorable pony of detailed durable plastic abt. 23½-inches high overall. Truly the closest thing to realism without buying oats! Frt. or Exp. Battery not incl.
35 Y 7411R—Wt. 30 lb. . 29.95
12V. Battery for horse above.
34 Y 6481E—Wt. 9 lb. 4.99

(3) "SCOTTIE" ROCKER . . . low enough for little tots to ride. Bright, gay, non-toxic colors! Natural wood Size about 19x10½x7-in. Bright and colorful. Adorable in nursery or play room . . . safe, too!
35 Y 7409—Wt. 4 lb. 1.99

(4) "DINO" SIT 'N RIDE by Buddy L. Lovable pet of the Flintstones loves to take youngsters for a ride! He's so gentle — so anxious to please . . . He steers in any direction. Detailed of sculptured wipe-clean plastic. Free rolling no-mar wheels. Abt. 22-in. high.
35 Y 7400E—Mail. 7 lb. . .7.77

(5) VERSATILE PONY — takes little bronc-busters on a merry ride, with both wheels and rockers . . . changes easily for a different kind of ride It's a 2-in-1 toy for hours of safe fun for active little tots. Sturdy, dependable construction, with non-toxic paint. Size about 25x 8½x10-inches high. Mailable.
35 Y 7414E—Wt. 6 lb. 3.99

(6) SPRING-ROCKER DUCK—a mother's choice for safe fun . . . tot's favorite playmate! It's a full-formed plastic shoofly that babies love for its gently floating springer action. Durably constructed — so pretty, too, in soft pastel colors. Fits in beautifully with any child's room decorating scheme. Hard wood rockers are durable, non-marking. Mail. or Express.
E35 Y 7408E—Wt. 14 lb. 10.98

(7) LOCOMOTIVE SHOOFLY. Tot's rocker toy has convenient tray for playing space or for feeding . . . plus a strong safety belt to keep baby snugly in the driver's seat! Strong, sturdy construction. About 30½ x16x12½-in. high. Painted in safety non-toxic colors. Mail.
35 Y 7410E -Wt. 9 lb. 5.49

(8) **"Yogi Bear" Sit 'n Ride.** Whimsical! About 20-in. high.
35 Y 7401E—Mail. 7 lb. . . .5.88

(9) **"Huckleberry Hound."** Lovely! About 20-in. high.
35 Y 7402E—Mail. 8 lb. . . .5.88

(8)-(9) "SIT 'N RIDE" TV characters by Buddy L — roll in any direction . . . make wonderful TV seats, too! Giant, sculptured plastic animals. With no-mar casters. Sturdy. **Order at right.**

(10) MATTEL'S "BLAZE" — the talking action horse! Seen on TV. Most realistic play horse ever made . . . you can bounce or rock him—legs actually run He "neighs," "whinnies"—or "talks" when you pull the ring! Made of durable hi-impact plastic, on sturdy steel stand. He's big and strong—about 29x38-inches in size overall. Gives endless hours of entertainment for all children. Easily assembled. Frt./Exp.
35 Y 7424R—Shipping weight 39 lb. Was 32.75. . .29.95

(11) NURSERY ROCKER by Wonder Products — Fully molded, hard plastic body rocking horse mounted on sturdy metal rockers. Beautifully finished in Blue, White and Pink—ideal for baby's nursery. Built low for safety—saddle only abt. 10-in. from floor. Ideal for crawlers, beginning walkers . . . Truly a bargain!
35 Y 7418E—Mailable. Shipping weight 7 lb. 5.99

Order All Your Gifts Now on Credit for NO MONEY DOWN! *See page 276*

1 53-Piece Patioware Set 2.99

3 59-Piece Play Food Set 3.99

2 58-Pc. Barbie Tea Set 2.99

COMPLETE SETS FOR ALL ENTERTAINING

SHOWN ABOVE

(1) 53-PIECE PATIOWARE SET to serve dolls and their mamas in a grand style. Of gaily patterned White plastic. Service includes 4 each: plates, saucers, cups, small covered casseroles, knives, forks, spoons, goblets and napkins. Also. 3 serving casseroles with covers, skillet, percolator, large covered casserole, warming stand, creamer, sugar.
34 Y 5889—Wt. 2 lb. 9 oz.....2.99

(2) BARBIE TEA SET for high tea or an elegant luncheon for a visiting doll! 58-piece plastic set includes 6 each: "Barbie" print plates, cups, saucers, knives, forks, spoons, soup bowls, goblets, napkins: also included are a teapot, creamer and sugar, covered soup tureen and ladle. Service for 6 — Rose-Pink, Gray, White pieces.
34 Y 5891—Ship. wt. 2 lb. 6 oz.....2.99

(3) PLAY FOOD SET—59 plastic look-alikes include a variety of foods, dummy food boxes, even cutlery, cups and saucers. All the foods discriminating dolls and their "mothers" like best, ready to serve in an elaborate feast.
34 Y 5894—Wt. 2 lb. 2 oz.....3.99

SHOWN AT RIGHT

(4) DELUXE 82-PIECE TEA SET — looks like real milk glass, strawberry design! Six each: serving plates, salads, saucers; also 6 cups, knives, forks, spoons, covered casseroles, goblets, bowls and napkins. And there's also a covered teapot, creamer and covered sugar, salt and pepper shakers, covered serving casserole, warming stand, napkin holder, and serving tray. Plastic.
34 Y 5918—Wt. 2 lb, 2 oz. 82-Pcs. 3.99
34 Y 5919—Wt. 2 lb....48-Pc. Set 1.99

(5) PLASTIC PLAY FOOD. 3 meals in each set—include turkey and trimmings, cake, bread, franks-n-beans, steak, bacon 'n eggs, rolls, vegetables, luscious desserts and place mats.
34 Y 5803-87 Pcs. serve 6. Wt. 7 oz. 1.99
34 Y 5804-59 Pcs. serve 4. Wt. 6 oz. 1.69

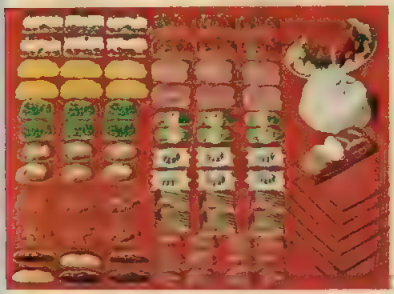
(6) MOSS ROSE china sets. Service for 6: plates, cups and saucers, teapot, sugar and creamer.
34 Y 5807—3 lb. 8 oz...21 Pc. Set 1.99
Above pieces plus salt and pepper, covered vegetable dish, meat platter and cake plate.
34 Y 5922—5 lb. 15 oz...29 Pc. Set 2.99

(7) PARASOL CARAFE SET makes "Coffee Klatching" fun for even the youngest set. Bright and colorful NEW pattern in plastic makes up this 65-piece set. Six each: square plates, square saucers, square cups; knives, forks and spoons. Also covered percolator, 6 individual carafes, warming stand, large covered casserole, 6 individual covered casseroles, salt and pepper shakers and 6 place mats. All that's needed for a big doll family and their mama's dinner.
34 Y 5895—Ship. wt. 2 lb. 10 oz. 2.99

(8) ECONOMY TEA SET . . . for a very small price you can give this 43-piece tea set to delight a small hostess. It serves 4 and even the most elegant dolly will delight in the elegant plastic china. Included are 4 each of cups, plates, saucers, knives, forks, spoons, napkins, carafes and even a covered pitcher for special treats. A big gift with dishes enough to last thru an endless array of tea parties. Washable and very durable too.
34 Y 5879.....43-Piece Set 1.99
Shipping weight 1 lb. 10 oz.

Order All Your Gifts Now on Credit for NO MONEY DOWN! *See page 276*

4 Strawberry Patterned "Milk Glass" Set
92 Pc. Set 3.99 48-Pc. Set 1.99



5 Playfood Service for 6 1.99 for 4 1.69

6 Real China in Moss Rose Pattern 29-Pc. Set 2.99 21-Pc. Set 1.99

FROM Patio Parties TO Banquets

7 ABOVE 65 Pc. Parasol Carafe Set 2.99

8 BELOW: 43 Pc. Sunshine Modern Set 1.99

1 Ben Casey Set 2.99

2 Nurse or Dr Kit 2.39

3 Barbie Nurse Kit 2.59

4 Dr Kildare Set 3.99

GIFTS FOR Jr. Medics AND Jr. Nurses

(1) BEN CASEY SET. They'll love to be like TV's Dr. Casey. Includes plastic framed "medicine chest" plus polyethylene play kit and all kinds of miniature acces.
34 Y 5938—Wt. 3 lb. 14 oz...2.99

(2) NURSE AND DOCTOR KITS. Unbreakable polyethylene kits with sturdy handles, window pouches. Many different accessories plus plastic miniature instruments . . . even candy pills.
PLAY NURSE KIT.
34 Y 5831—Wt. 2 lb. 10 oz...2.39
COUNTRY DOCTOR KIT.
34 Y 5830—Wt. 2 lb. 10 oz...2.39

(3) BARBIE DELUXE NURSE SET. Charming Pink nurse bag holds all the nursing accessories the pretend nurse will need to take care of her "patients."
34 Y 5939E—Mail. Wt. 5 lb...2.59

(4) TV'S DR KILDARE SETS. Everything for junior medics.
Dr. Kildare Doctor Kit.
34 Y 5877—Wt. 2 lb. 14 oz...3.99
Dr. Kildare Nurse Kit.
34 Y 5878—Wt. 2 lb. 14 oz...3.99

SHOWN AT RIGHT: *A whole collection of furniture for her dolls*

(5) HIGH CHAIR. Exact copy of a life-size baby's high chair. Channel steel construction; baked enamel finish. Complete with big assortment of feeding accessories. Abt. 12x 12x28-in. high. For dolls to 21-inches tall. Mailable.
34 Y 5815E—Wt. 6 lb.....3.99

(6) FOLDING HIGH CHAIR. Just like baby's. Plated tubular metal frame construction. Smooth baked enamel seat. Adjustable plastic food tray and foot rest. Big enough to accommodate dolls up to 24-in. long. Stands about 28-inches high, 9¾-in. wide. Mailable.
34 Y 5814E—Wt. 5 lb.....2.99

(7) DOLL BATH. Shower spray recirculates water from tub through hose. Vinyl tub; flip-up dressing table. Baked enamel steel frame. 24x14x22-in. wide.
34 Y 5811E—Mailable. .. 3.99
Shipping weight 6 lb.

(8) DELUXE DROP SIDE CRIB. Made of selected New England hardwoods. Adorably decorated with colorful decals and gay spinning blocks. Extra-deep side rail. Beautiful clear varnish finish. Plastic bumpers and reversible mattress included. 25½x14¾x20-in. high. Easy to assemble. Mailable.
34 Y 5808E—Ship. wt. 9 lb.....5.99

(9) DELUXE CRADLE. She can rock her dolly to sleep in this beautifully finished, realistically constructed cradle. Made of selected New England hardwoods. Decorated with colorful decals. Complete with mattress and bumper. 25½x14¾x15½-inches high overall. Assembles in minutes. Mailable.
34 Y 5809E—Shipping weight 9 lb.....5.99

(10) DELUXE DOUBLE BUNK BED. Doll-size replica of the real thing. Can be used as twin beds . . . even has youth bed side rails and ladder. Beautifully finished—made of selected New England hardwoods. Gaily decorated with large colorful decals. Includes two fine quality reversible mattresses. 25½x 14¾x28-in. high overall. For dolls to 24-inches long. Easy to assemble (Doll not included. Mailable. Ship. wt. 11 lb...7.99
34 Y 5810E—

(11) WOOD DOUBLE BUNK BED. Matches economy drop side crib (item 12). Loads of fun for pretend mothers. Beds can be separated and used as twin beds. Smooth enamel finish. Accommodates dolls to 24-in. long. Assembles in a jiffy. Shipped Mail./Exp.
E34 Y 5813E—Shipping wt. 9 lb. 3.99

(12) WOOD DROP SIDE CRIB. Designed to appeal to little mothers. Smooth enamel finish. Accommodates dolls up to 23-inches long. About 23x13x19-in. high overall. Easy to assemble. Makes a welcome gift. Mailable.
34 Y 5812E—Shipping wt. 6 lb.....3.69

(13) PLAYTIME TREASURE OF TOYS. Doll-size reproductions of real baby accessories—make playing house seem almost real. Pieces are made of embossed plastic with white enameled steel frames—converts to a swing, glider, car bed, or teeter-rocker. Each piece is designed for dolls up to 20-in. long. Easy to keep clean. All pieces fold compactly. (Doll not included).
34 Y 5995E -Shipping weight 10 lb. 4.99

Shop Early! Order All Your Gifts for NO MONEY DOWN *on Credit, page 276*

New York's Fifth Avenue is not the only place to be brightened by a Schwarz store. This one is in West Palm Beach, Florida.

100 years of F.A.O. SCHWARZ

A story of ironic significance for the toy industry

By Gene Bennett

■ Wonderful, isn't it that F. A. O Schwarz is observing its 100th anniversary this year, but isn't it also sad that this New York toy retailer is so unique in the toy industry?

While it is fitting that the toy trade should honor this company which has triumphed over trends, we should also be asking:

What merchandising magic does Schwarz have which other toy specialty stores lack?

Schwarz is probably our oldest and largest toy specialty firm. And in the past seven years or so it has been expanding. You would assume that this growth tends to reflect trends in its segment of the toy industry

This isn't so. In almost the same period, many other toy specialty stores have been stumbling out of existence, adding to the Dun & Bradstreet failure records; or, they are struggling to stay alive, seeking solutions for survival which no one seems to have or want to offer

This, of course, reflects the changing nature of the toy industry in particular, retail distribution in general.

Not many retailers in any industry can point to its record not only of longevity, but of genuine fame and distinction. For F. A. O. Schwarz is known in and out of the industry throughout the

world. In this sense, it ranks with Tiffany's, Macy's and Neiman Marcus—unique in its field.

Therefore, the temptation to reminisce is strong. Files and photographs dating back many decades are available and eager to be dusted off. This would be pleasant.

However, the success of Schwarz should be disturbing, not exhilarating to anyone concerned about the fate of the toy industry, in particular the toy specialty store. Something is wrong if Schwarz and relatively few others can grow or hold their own while many others contract.

What is the reason? What can the toy specialty retailer do? Perhaps an understanding of how F. A. O. Schwarz operates may suggest some clues.

The company owns eight stores and seven toy departments in leading specialty stores. The main store, the one that is known everywhere is on New York's Fifth Avenue at 58th Street.

Some 200 people are employed regularly with 700 more added during the Christmas season.

More than 12,000 toys are kept in stock at the main store, furnished by 800 suppliers.

Contrary to what many people in the trade believe, Schwarz's current achievements are not based on its ability or inclinations to buy imports.

Ernest Thauer, vice president of the company and its head buyer, plainly states that "By far, the overwhelming majority of toys sold by the company are made in the U.S.A."

This is significant. For it means that the store basically faces the same problems of any other specialty retailer.

How can it be different from its competition, especially when the prices of wanted items, created by the power of television, are squeezed almost to the point of give-aways?

Juvenile book department in the New York store is considered the largest of any outlet. And sales are increasing. Tie-in sales are prompted with toy displays.

Neither Thauer or Charles W. Veysey, president, claim they are immune from price battles.

This past Christmas season, Schwarz carried about 125 tv items. Out of this group the store discounted 15 of them, reflecting the partial influence of the price battles. Note, however, that the number of discounted tv items compared to overall inventory is fractional.

Thauer, a buyer who really knows toys, bluntly puts it this way:

"Retailers are suckers for factories by handling tv toys that are heavily discounted."

But what does a toy merchant do? For one thing, Thauer makes an annual trip to Europe to buy toys and every two or three years, he travels the world. In this respect, obviously, Schwarz has an advantage over many other specialty stores. Not many buy in sufficient quantity to justify an overseas buying trip.

This, however, is only one aspect of Schwarz's determination to maintain a distinctive line. By careful buying in this country, in addition to its imports, Schwarz can claim that almost 40 per cent of its lines are exclusive. Admittedly, some manufacturers here are pleased to work with Schwarz. On the other hand, the firm's buyers shop toy markets intensively. This means spending a great deal of time at Toy Fair and at the New York buying centers.

Since these buyers are specialists, they take the time to determine what is wanted by their customers and use their own judgment to decide what will sell.

The intensity with which Thauer stresses the importance of selective buying makes you wonder: how careful, how particular are other toy buyers, whether they buy direct or from whole-

Charles W. Veysey, president of F. A. O. Schwarz, with the firm since 1955, has been working hard on expansion plans.

Ernest Thauer, vice president, heads the buying operations and is at home in both the N. Y. and European markets.

Beatric Whiting, doll and baby toy buyer, succeeded the well known Charles Strobel, considers U. S. dolls tops.

Main floor magnet in the New York store is this colorful display of dolls and plush toys, two major categories. Stock and prices cover a wide range.

salers?

Schwarz places the bulk of its domestic orders in May, June and July. Thauer makes his European journey in January and February.

The trend toward later ordering hurts the merchant as well as the supplier. However, he believes that if suppliers offered retailers dating and anticipation discounts the stores would be more inclined to order earlier.

When it comes to buying and selling, the store appears to have no price limit in either direction. Schwarz sells 15 cent soap bubble pipes and $2,000 marionette units.

Consider your own impression of Schwarz. If you are typical of most people in or out of the trade and unacquainted with the store, you identify the retailer with imports and high price toys. You vaguely recall hearing that the Queen Mother of England bought some toys at this store. So have many other prominent and wealthy people. This would appear to be the ultimate in exclusiveness.

But consider some of these figures revealed by Veysey and Thauer

On a year-round basis, most of the items sold are in the $3 to $10 category. During Christmas, the average ticket runs $13 on floor sales and $9 off-season.

The average ticket from catalog sales is $25 at Christmas and $18 off-season. The 100-page Christmas catalog is mailed to 500,000 people in October. It is supplemented with a Spring catalog, sent out in mid-April, a book catalog and Valentine and Easter folders. These mailings produce 20 per cent of the firm's total sales. The store spends 3 to 4 per cent of sales on advertising, includ-

Richard J. Bendin, sporting goods buyer with the firm ten years, has seen this department's sale jump appreciably.

Frances Nicholson Chrystie, as buyer, runs the largest juvenile book department. And sales continue to increase.

COMMENTS TO CONSIDER

Veysey on management's role.

"Every chance I get I'm on the sales floor. This is the only place you learn what people want, how they are being treated and what they think of your store."

Thauer on TV-I:

"We are not impressed by tv toys. They must have intrinsic quality and value before we'll accept them."

Thauer on TV-II:

"Retailers are suckers for factories by handling tv toys that are heavily discounted."

Thauer on ordering:

"The trend towards later ordering hurts retailers."

Veysey on effects of discounting:

"Major appliances and television sets were once important in department stores. Price competition discouraged them. The same reaction could develop with the toy department."

Thauer on year-round selling:

"It's essential that we continue efforts to sell throughout the year."

Thauer on sales trends:

"Sporting goods, juvenile books, educational and scientific toys are becoming more important. The public is more quality conscious and they are spending more money for toys."

Thauer on overseas buying:

"Department stores and others who continue to send new buyers overseas (as a result of staff changes) hurt themselves. It takes years to develop close relationships with suppliers."

Thauer on American-made toys:

"There are many things made here that we could export to other countries. Some manufacturers are missing a big bet."

Pre-school toys are important to Schwarz and get considerable display space in the New York store. Wall decorations are used to create a lively and gay atmosphere.

ing the cost of the catalogs

Schwarz's sales conform to industry trends. Sixty per cent of sales are made in November and December. The main store accounts for about 45 per cent of total company volume while the branch stores and departments in other stores contribute 35 per cent of total volume.

What can other toy specialty stores learn from some of these figures? Let's look at the Schwarz image and its average tickets from another angle. Use the words "quality" and "distinctive" instead of imports and high prices and you may get another picture.

Could it be that Schwarz's emphasis on quality and distinctiveness, no matter what the cost of the item, is one of the primary reasons for its success? What, we wonder, have other specialty stores done to cultivate this image?

Seldom is one isolated factor responsible for the success of a business. Usually there are a combination of factors. This holds true for Schwarz.

Consider the company's development of a new department "Rare and Unusual Antique Toys." At this point, no one can speak with certainty about its success. But the point remains, the Schwarz firm continues to seek new merchandising avenues — even if they have to go back decades and centuries to find them

Traditionally, toy specialty stores have boasted of their ability to personalize service in contrast to other types of outlets, such as the invading discounters of recent vintage. With pride (minus proof in many instances) they speak of superior customer service.

Is this true? Do most toy specialty stores (not to mention department stores) provide personalized, interested and informed service to customers? Or is this vital ingredient of success limited to lip-service?

Consider the Schwarz technique.

Every prospective employee is interviewed by the president of Schwarz This doesn't reflect on the ability of the company's personnel manager, so much as it shows that Schwarz truly believes much of its success depends on its personnel Most managements will say the same thing, but do they believe it?

Schwarz sales people are imbued with selling pride and service, with respect for each customer.

Veysey tells the story about the time the Queen Mother of England was being escorted through the store. She stopped in one department, waiting for service Some one in the group walked over to a saleslady and suggested she come over to help the esteemed visitor. "Just as soon as I am finished with this customer," said the saleslady who was waiting on someone else at the time.

By careful selection and training, Schwarz has developed a staff which knows its merchandise. Significantly, sales people are invited to give their opinions to the store's buying staff Who would know a customer's reaction better, not only as to what is sold, but what isn't sold?

Perhaps it is for this reason that Schwarz has served the same families for generations—and has been in business for 100 years.

It would appear that Schwarz is completely unlike other toy specialty stores. In many respects this is true.

But this writer believes that if toy merchants everywhere would seriously consider some of these observations about Schwarz, some of their problems might begin to be solved.

Perhaps TOYS & NOVELTIES would be able to write about the 100 years of other toy retailers.

F.A.O. Schwarz—The Beginning

Frederick August Otto Schwarz, an immigrant from Westphalia, entered the toy business in Baltimore with his three brothers in 1862, according to store records, and moved to New York in 1870

Early reports appear to attribute the firm's growth to smart buying of German toys and devoted service to customers.

By 1928, sales passed the $1 million mark and in 1931, the store moved to its present location on Fifth Avenue at 58th Street

The firm is headed by Charles W. Veysey who is 45 years old. He left B. Altman as a merchandise manager to become executive vice president of Schwarz in 1955. He became president in 1960, succeeding Philip Kirkham. He is the first non-member of the Schwarz family to head the firm.

Ernest Thauer, vice president, heads the buying staff and has been with the firm for many years.

F.A.O. Schwarz—Story of Expansion

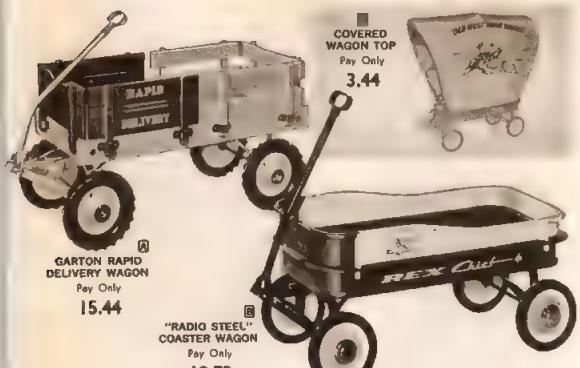
Schwarz is expanding its operations under the guidance of Veysey. It recently opened a branch in Short Hills, N. J., and has other stores in Atlanta, Cleveland, Boston, West Palm Beach, Eastchester, N. Y. and Ardmore, Pa.

Schwarz also has toy departments in: Forman's, Rochester; Garfinckel's, Washington, D. C.; L. Strauss, Indianapolis; Harzfeld's, Kansas City, Mo.; Godchaux's, New Orleans; Frost Brothers, San Antonio; and Himelhoch's, Detroit.

...It's the Easy Way to Buy Fun-Filled Toys for Youngsters!

ACTION-PACKED RIDING TOYS

Everyone's Using Credit Command and Paying No Money Down...



A GARTON RAPID-DELIVERY WAGON
Ideal for outdoor play—and odd jobs, too! Bed and removable stakes of kiln-dried lumber—steel reinforcement adds strength. Heavy-gauge stamped steel undergear. 10-in artillery wheels with nylon bearings Treaded semi-pneumatic 1¾-in. tires roll easily. Tubular steel handle. Natural varnish finish with red trim. Measures 36 x 16 x 9 in. deep with sides.
87-2200 W—Wt. 42 lbs.**..Only **15.44**

B "RADIO STEEL" CHIEF WAGON
Ideal for so many things! Removable steel side panels. Lifetime "Congo" oil-impregnated bearings never need oil. 8½-in. wheels with 1¼-in. semi-pneumatic tires. Heavy-gauge steel body—rolled edges for safety Red baked enamel finish set off by white trim. Measures 36 x 17½ x 8¼ in deep with panels.
87-2580 W—Wt. 32 lbs.* Pay Only **10.73**

C "OLD WEST" COVERED WAGON TOP
Converts coaster wagon to pioneer covered wagon—promotes imaginative play! Fits any wagon over 27 in. long—easy to assemble! Includes white cotton drawstring cover—black figures, red lettering, 3 galvanized wire hoops, two 28-in. wooden baseboards. (Wagon not incl.)
87-2978 W—Wt. 5 lbs.. Pay Only **3.44**

D BUDDY "L" SIT-N-RIDE "DINO"
Brand new! He's lovable, he's gentle, he steers! Here's the Flintstones' pet dinosaur as a unique giant riding toy. Youngsters will love this version of their TV favorite! Sculptured of firm, pliable polyethylene—durable and long lasting. And so easy to care for—wipes clean with a damp cloth! Free-rolling wheels won't mar or scratch floors Use indoors or out Easy to assemble Base measures 26 x 22 in., 9½-in seat height For preschool aged children.
80-0375 W—Wt. 7 lbs.**...Pay Only **6.44**

E PLUSH TEDDY BEAR "RIDE 'EM"
A GMC special value buy! Adorable teddy bear charms the younger set! They love to scoot around on his back—or take him walking with his bright plastic leash! Made of the finest-quality rayon plush over sturdy steel welded frame—surprisingly lifelike in detail! Free-rolling unbreakable polyethylene wheels Holds up to 100 lbs. Provides hours of active fun indoors or out! Base measures 20½ x 18½ in. 11½ in. high to seat. For preschool aged children
80-0441 W—Wt. 7 lbs.**.....Pay Only **6.97**

F BUDDY "L" SIT-N-RIDE YOGI BEAR
Little tots will get big thrills from this sit-n-ride bear of TV fame! It's fun to scoot about on Yogi's broad back! Amazingly lifelike, giant Yogi Bear is made of sculptured polyethylene —easy to keep clean with just a touch of a damp cloth! Moves easily on free-rolling non-marring casters. Designed for complete safety —easy to mount. Can be used indoors or out Base measures 23 x 19 in. 10½-in. seat height Loads of fun for the preschool set.
80-0367 W—Wt. 5 lbs.**.....Pay Only **5.44**

G BUDDY "L" SIT-N-RIDE DUMP TRUCK
The pride of the block—a giant dump truck that's big enough to ride on! It actually steers! Sturdy metal truck has polyethylene furniture bumper, ten "Non-Mar" tires and new "sur-grip" steering wheel. Seat removes for loading and dumping Measures 23 in. long, 14 in. seat height Preschool ages.
80-0433 W—Wt. 12 lbs.**....Pay Only **7.67

H ELDON RIDE 'EM FIRE ENGINE
Ride 'em fire engine really works! It steers easily, rolls smoothly—the siren sounds to clear traffic! Realistic ladder rises, lowers, extends, and swivels. Two hoses on sides roll and unroll Unbreakable Fortiflex plastic—flexible, smooth-edged. Safe anywhere—won't mar floors or furniture. 27 in. long, 14 in. high Preschool ages
87 1871 W—Wt. 6 lbs..... .Pay Only **6.74**

I BUDDY "L" SIT N-RIDE TRACTOR
For healthful exercise! Looks just like a real tractor—provides hours of fun! Unbreakable polyethylene—won't scratch furniture. Completely safe! Realistic steel bucket seat 11-in poly "Non-Mar" tires Auto-type steering wheel and detailed engine Trailer hitch. 28 x 17¼ x 18 in Preschool ages.
87-2747 W—Wt. 10 lbs.....Pay Only **8.74**

J STRUCTO RIDE-ER FIRE TRUCK
Exciting action for youngest "fire-fighters"! Crank-operated siren mounted on hood produces realistic sounds. Steering wheel guides truck easily. Heavy-gauge steel construction takes rough handling. Four rubber-tired wheels, non-mar rubber bumper. 25½ x 10½ x 19¾ in. high Preschool ages.
87 3745 W—Wt. 16 lbs.....Pay Only **7.67**

K "RADIO STEEL" BALL-BEARING WAGON
Sturdy multi-use wagon—has smooth rounded edges for complete safety. Easy-rolling ball-bearing 10-in. wheels. 1¾-in. semi-pneumatic molded tires. Heavy-gauge steel body, baked enamel finish 34 x 15½ x 4½ in. deep
80-0847 W—Shpg wt. 29 lbs.**.....Only **8.33

"Radio Steel" Super Wagon (not shown). Lifetime oil-impregnated bearings, 7-in. wheels, 1¼-in. semi-pneumatic tires. 28 x 13 x 3¾ in. steel body—smooth rolled under flange. Durable red enamel finish with white trim.
80-1779 W—Shpg. wt. 18 lbs.....Pay Only **5.33**

L MURRAY TEE-BIRD AUTO
So much fun! Good-looking and smooth-riding! Sleek, modern sports-car styling for youngsters "on the go"! Full ball-bearing pedal drive. 8-in. ball-bearing wheels with molded ⅞-in. tires. Simulated headlights, grill. Durable—made of sturdy heavy-gauge steel with a lasting blue baked enamel finish and white trim. 33 in. long, 15 in. wide. Ages up to 6 years.
87-2929 W—Shpg wt. 25 lbs.*...Pay Only **9.63**

M GARTON CHAIN-DRIVE AIR FORCE JEEP
Realistic replica with authentic markings! Children love its official look! Easy-operating chain drive with ball-bearing pedal cranks. Ball-bearing rear axle supports. 8-in. wheels with nylon bearings. 7-in. semi-pneumatic tires—smooth riding. Adjustable two-position windshield. Trunk provides a riding seat for one passenger Heavy-gauge steel in blue baked enamel finish. 41½ in long Ages up to 6 years.
87-2176 W—Shpg. wt. 39 lbs.*..Pay Only **16.37**

Same fine features as jeep above, but with easy-action ball-bearing pedal drive.
87 2291 W—Shpg wt. 36 lbs.*..Pay Only **13.97**

* Not mailable—pay shpg. on delivery. ** Semi-mailable—see page 779.

N STRUCTO RIDE-ER WRECKER TRUCK
A sturdy steel truck with an operating tow line! "Speeds" to the scene of the accident—tows wrecks to the garage! Massive wrecker boom—crank-operated winch winds tow line in or out. Steering wheel actually operates—guides truck easily. Can be used for regular hauling by removing "slide-in" seat and boom. Heavy-gauge steel —red-and-yellow baked enamel finish. 23½ x 7½ x 10¼ in. high Preschool ages.
87-2366 W—Shpg. wt. 8 lbs.....Pay Only **4.74**

O REALISTIC RIDE-ON LOCOMOTIVE
A locomotive that's big enough to ride on! Sure to please the young Casey Jones—it has so many play possibilities! One-piece unbreakable polyethylene—designed to take rough use. Has no sharp edges—can't scratch little legs. Large easy-rolling 5-in. wheels Bell rings when cord is pulled. Measures 25 x 7 x 13 in. high. Seat is 13 in. from floor For preschool ages.
85-2954 W—Shpg. wt. 5 lbs.....Pay Only **3.43**

. . . Made for Cruising Fun and Muscle-Building Exercise

MURRAY

FAMOUS FOR FINE TOYS

CHAIN DRIVE TRACTOR

Pay Only 17.24

SUPER CHAIN-DRIVE "TOT ROD"

Pay Only 14.37

Pedal drive

Pay Only 10.97

DUMP-TRAC TRAILER

Pay Only 6.97

Music box plays just like a radio!

Pay Only 15.97 E

Revolving emergency light

FIRE

Dump mechanism

EARTH MOVER

DUMP TRUCK

Pay Only 16.67

Honk Honk

H FIRE TRUCK

Pay Only 18.67

STATION WAGON

Pay Only 16.24 J

MURRAY

SUPER-DELUXE VELOCIPEDE

As Low As 12.97 M

MURRAY

DELUXE VELOCIPEDE

As Low As 9.97 L

MURRAY

CUSTOM VELOCIPEDE

As Low As 7.97 K

Top-Quality Wheel Toys . . .

A CHAIN DRIVE SPEEDSTER
Pay Only
14.97

B SPACE MISSILE
Pay Only
20.77

Everyone's buying toys now with
CREDIT COMMAND!
See page 789 for details

A GARTON CHAIN-DRIVE SPEEDSTER
Fully enclosed ball-bearing chain-drive 8-in ball-bearing front wheels. 12-in. rear 1¼-in semi-pneumatic tires. Fifth wheel for easy turning. Adjustable seat. Steel footrest welded to front axle Heavy-gauge steel with yellow enamel finish. 35 x 21 x 23 in. high
80-1787 W—Shipping weight 33 lbs.* * . .Pay Only 14.97

B MURRAY CHAIN DRIVE SPACE MISSILE
For jet-age youngsters! Full ball bearing chain-drive with simulated controls, gauges, instruments, motor tone gear shift 8-in ball-bearing wheels, semi-pneumatic front and molded rear tires Heavy-gauge steel—white body, red and blue trim 45 in long, 25-in wingspread.
80-0862 W—Shipping weight 37 lbs *. Pay Only 20.77

DELUXE QUALITY-CONSTRUCTED WHEEL TOYS—FOR YEARS OF USE!

C MURRAY SUPER DELUXE TRACTOR
A favorite of all boys! Full ball-bearing wheels 8-in front wheels with 1⅝-in semi-pneumatic tires. 10-in rear wheels with 1¼-in. tractor treads Ball-bearing chain-drive with motor tone gear shift. Simulated spark plugs, ignition wires. Trailer hitch (order trailer below). Spring-type adjustable seat. Heavy-gauge steel red finish 37 x 22 x 25 in.
80-0490 W—Shpg wt. 35 lbs.*. . .Only 17.24

[CC] Murray Dump-Trac Trailer Attaches to [C], matches it, too! Has passenger seat and operating dump box. 8-in ball-bearing wheels —⅜-in molded tires. 32x15½ in.
80-2124 W—Wt. 16 lbs . . . . . Pay Only 6.97

D MURRAY SUPER "TOT ROD"
Maximum stability built into a sturdy frame! Nylon bearing chain-drive mechanism with drive ratio for pedaling ease New adjustable bucket seat, rubber-covered roll bar, double tubular drop wedge frame 1¼-in. semi-pneumatic tires—8-in. front, 10-in rear wheels. Heavy-gauge ⅞-in. steel tubing. Red with white trim. 41 x 23 x 22 in.
80-0789 W—Wt. 30 lbs.*. . .Pay Only 14.37

[DD] Murray Pedal-Drive "Tot Rod." Same as above, but ball-bearing pedal drive.
80-1324 W—Wt. 25 lbs.*. . .Pay Only 10.97

E MURRAY SPORTS CAR WITH "RADIO"
Now he can have music wherever he goes! Sports car is equipped with wind-up music box "radio" 5-position pedals adjust for 2 to 6 year olds. Ball bearing pull straps and rear axle hangers Automotive spinner-type hub caps, retractable radio antenna, and chrome-finished instrument panel Full ball bearing. Blue body with red-and white trim. 8-in. ball bearing wheels with ⅞-in. molded tires. Heavy-gauge steel -17 x 36 in. long.
80-1225 W Wt. 30 lbs. . . . . Pay Only 15.97

G MURRAY DELUXE DUMP TRUCK
Earth Mover Playload dump truck with easily operated dump mechanism! Truck-tread ⅞-in molded tires on 8-in. wheels. 5-position pedals adjust for child from 2 to 6 years old, have ball-bearing pull straps and rear axle hangers Automotive spinner-type hub caps and windshield Yellow enamel body with black trim 47 in long, 18 in wide.
80-0854 W—Wt 32 lbs.*. . .Pay Only 16.67

H MURRAY SUPER-DELUXE FIRE TRUCK
Loads of fun for junior firemen! New revolving type spotlight uses two "C" batteries (not incl.) With gong bell and two wooden ladders. Automotive spinner-type hub caps. Rear step plate for extra rider Ball-bearing pedal drive, 5-position pedals adjust for 2 to 6 year olds. 8-in ball bearing wheels, ⅞-in molded tires. Heavy-gauge steel, vermillion finish, white trim. 45 x 17 in wide
80-0813 W—Wt. 36 lbs *. .Pay Only 18.67

J MURRAY DELUXE STATION WAGON
Sleek body design! With gun-sight fender ornaments plus reflectors, windshield, rear storage compartment with tailgate, "Jeweled" bulb horn, hood rails. Ball bearing pedal drive. 5-position pedals adjust for 2 to 6 year olds. 8-in. double-disc ball-bearing wheels. ⅞ in molded tires. Heavy gauge steel, metallic finish 45 x 17 in. wide.
80-1001 W—Wt. 32 lbs.*. Pay Only 16.24

HOW TO ORDER TRICYCLES
Measure from crotch to ball of foot for leg reach Order by wheel size from chart

Front Wheel	Leg Reach
10 inch	14½ to 17 in
12 inch	17½ to 19 in
16 inch	19½ to 21 in
20 inch	21½ to 23 in.

K MURRAY CUSTOM STYLE VELOCIPEDE
1¼-in. heavy-gauge tubular steel with rugged rear deck, step-up platform, and 2-in. head ¾-in adjustable white enamel handlebars and red plastic finger grips. Ball-bearing front wheel with 1⅝-in semi-pneumatic tires front and rear Newly designed plastic pedals and adjustable metal saddle Finished in metallic blue enamel with white trim, white wheels See How to Order chart at left. Shpg wts 15, 16, and 20 lbs.*
80-1159 W—10" front, 6" rear. . . . . Only 7.97
80-1167 W—12" front, 6" rear. . . . . Only 8.88
80-1183 W—16" front, 10" rear. . . . . Only 9.97

L MURRAY DELUXE VELOCIPEDE
Step-up frame 1¼-in steel tubing with large platform and deep well fin fender Ball-bearing front wheel with 1⅝-in semi-pneumatic white sidewall tires. ¾-in. adjustable chrome handlebars with white plastic finger grips, knuckle guards and streamers White bow form pedals, white vinyl saddle, white hub caps Flamboyant red finish with white trim, wheels See How to Order chart at left. Shpg wts. 19, 21, 26, 30 lbs.*
80-1050 W—10" front, 8" rear. . . . . Only 9.97
80-1092 W—12" front, 8" rear. . . . . Only 10.87
80-1118 W—16" front, 10" rear. . . . . Only 12.24
80-1126 W—20" front, 12" rear . . . . . Only 13.77

M MURRAY SUPER-DELUXE VELOCIPEDE
Step-up frame, 1¼-in steel tubing with large step plate and rear platform Ball bearing front and rear wheels with 1⅝-in. semi-pneumatic white sidewall tires. ¾-in. adjustable chrome handlebars with white plastic grips, knuckle guards and streamers Deep well fin fender, bicycle-type fender ornament, chrome truss rods, white bow form pedals. Mylar trim saddle with crash rail and new deluxe hub caps Flamboyant turquoise with white trim, wheels. See How to Order chart at left Shpg wts. 21, 22, 27 lbs.*
80-1399 W—10" front, 8" rear. . . . . Only 12.97
80-1456 W 12" front, 8" rear. . . . . Only 13.97
80-1613 W—16" front, 10" rear. . . . . Only 15.44

* Semi-mailable—see page 779 for details. ** Not mailable—pay shipping charges on delivery.

"FIRE CHIEF"
Pay Only 12.77
GONG GONG
ELECTRIC LIGHTS!

N MURRAY DELUXE "FIRE CHIEF" AUTO
Fire Chief gong bell—clears the way! Pedals adjust to five positions for 2 to 6 year olds. 8-in. double-disc wheels, ⅞-in. solid rubber tires. Simulated headlights, grill. Full ball-bearing chain drive. Heavy-gauge steel with red enamel finish. 36 in. long, 17 in. wide
80-1696 W -Wt. 27 lbs *. . . . . Pay Only 12.77

P GARTON CHAIN-DRIVE KIDDILAC
Dashboard with convenient headlight control. Full ball-bearing pedal cranks, 8-in. nylon bearing wheels, 1¼-in semi-pneumatic tires. Plated aerial, rear-view mirror, hub caps. Removable spare wheel. Order battery for electric lights below. One-piece heavy-gauge steel, green and white finish 45 in long, 20 in wide.
80-0482 W—Auto Wt 46 lbs.* . Pay Only 25.97
35-1221 A—Battery. 1½ lbs. . . . . Pay Only 87c

P KIDDILAC
Pay Only 25.97

WHAT WILL IDEAL THINK OF NEXT?

IDEAL TV TIMES

IDEAL

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IDEAL'S CBS NETWORK LINEUP

ALABAMA
• Birmingham
Decatur
Dothan
Mobile
Montgomery

ARIZONA
Mesa
• Phoenix
Tucson

ARKANSAS
Dorado
Fort Smith
Little Rock
Pine Bluff

CALIFORNIA
Bakersfield
Eureka
Fresno
• Los Angeles
Monterey
Oakland
• Sacramento
Salinas
• San Francisco
San Luis Obispo
Stockton

COLORADO
Colorado Springs
• Denver
Grand Junction

CONNECTICUT
• Hartford
• New Haven

DISTRICT OF COLUMBIA
• Wash. D. C.

FLORIDA
Daytona
Jacksonville
• Miami
Orlando
St. Petersburg
Tampa

GEORGIA
• Atlanta
Augusta
Columbus
Macon
Savannah

IDAHO
Boise
Idaho Falls
Lewiston
Pocatello
Twin Falls

ILLINOIS
Champaign
• Chicago
Peoria
Rockford
Rock Island

INDIANA
Elkhart
Evansville
Fort Wayne
• Indianapolis
South Bend
Terre Haute

IOWA
Cedar Rapids
Davenport
Des Moines
Mason City
Ottumwa
Rock Island
Sioux City
Waterloo

KANSAS
Hutchinson
Topeka
Wichita

KENTUCKY
Henderson
• Louisville

LOUISIANA
Baton Rouge
Lafayette
Monroe
• New Orleans
Shreveport

MAINE
Bangor
Portland
Presque Isle

MARYLAND
• Baltimore

MASSACHUSETTS
Adams
• Boston

MICHIGAN
• Bay City
• Detroit
• Flint
Grand Rapids
Kalamazoo
Lansing
Marquette
Saginaw

MINNESOTA
Duluth
• Minneapolis
• St. Paul

MISSISSIPPI
Columbus
Jackson
Meridian

MISSOURI
Cape Girardeau
Hannibal
Jefferson City
Joplin
• Kansas City
Quincy
Springfield
St. Joseph
• St. Louis

MONTANA
Billings
Butte
Great Falls
Helena
Missoula

NEBRASKA
Hay Springs
Lincoln
• Omaha

NEVADA
Henderson
Las Vegas

NEW MEXICO
Albuquerque
Carlsbad
Clovis

NEW YORK
• Albany
Binghamton
• Buffalo
• New York
• Rochester
• Schenectady
• Syracuse
• Troy

NORTH CAROLINA
Asheville
• Charlotte
Durham
Greensboro
Greenville
Raleigh
Washington
Winston-Salem

NORTH DAKOTA
Bismarck
Minot
Valley City

OHIO
• Cincinnati
• Cleveland
• Columbus
• Dayton
Steubenville
• Toledo
• Youngstown

OKLAHOMA
• Oklahoma City
• Tulsa

OREGON
Klamath Falls
Medford
• Portland

PENNSYLVANIA
Altoona
• Harrisburg
• Lancaster
• Philadelphia
• Pittsburgh
Scranton
Wilkes-Barre
• York

RHODE ISLAND
• Providence

SOUTH CAROLINA
Charleston
Columbia
Florence
Greenville
Spartanburg

SOUTH DAKOTA
Florence
Rapid City
Reliance
Sioux Falls

TEXAS
Abilene
Amarillo
Austin
Beaumont
Big Springs
Bryan
Corpus Christi
• Dallas
El Paso
• Fort Worth
Laredo
Lubbock
Harlingen
• Houston
Midland
Odessa
Port Arthur
San Angelo
• San Antonio
Sweetwater
Temple
Waco
Wichita Falks

TENNESSEE
Chattanooga
Jackson
Johnson City
Knoxville
• Memphis

UTAH
• Salt Lake City

VERMONT
Burlington

VIRGINIA
Bristol
• Norfolk
• Richmond
Roanoke

WASHINGTON
Bellingham
Ephrata
Pasco
• Seattle
Spokane
• Tacoma
Yakima

WEST VIRGINIA
Charleston
Huntington
Wheeling

WISCONSIN
Green Bay
La Crosse
Madison
• Milwaukee
Superior
Wausau

•ALSO RUNNING LOCAL SPOT SCHEDULE

SOCK-O IDEAL SCHEDULE COMBINES 4 CBS-TV SHOWS WITH DAILY SPOT LINE-UP

SEE YOUR LOCAL SPOT SCHEDULE ON THE BACK PAGE

In addition to the sponsorship of four top network children's shows, Ideal's increased spot TV schedule, up from 50 to 75% over 1961, will cover over 51 cities. Top-rated local shows in each city will offer exposure to Ideal's ten TV hit toys. In several markets, Ideal is *sole* sponsor of such big audience pullers as "Jeff's Collie," "Mr. Magoo" and "Brave Stallion." Also, such shows as "Dick Tracy," "The Three Stooges" and "Popeye," among many other top children's programs, will serve as showcases for Ideal's new and exciting TV commercials.

HEAVY SPOT BUYS IN 50 CITIES UPPED 50-75% OVER 1961

Each year, Ideal has continued to enlarge its fall network and spot schedule. Now in 1962, Ideal will have the largest TV advertising campaign in its history, perhaps the largest ever set by any toy manufacturer.

Ideal's fall network schedule is a powerhouse. It has tied up CBS-TV during its famous Saturday morning line-up of children's shows for two solid hours, during which time Ideal will be the exclusive toy advertiser. Here is how it will look:

ALVIN AND THE CHIPMUNKS
10:00-10.30 A.M. E.S.T

MIGHTY MOUSE PLAYHOUSE
10:30-11:00 A.M E.S.T.

RIN TIN TIN
11:00-11:30 A.M. E.S.T.

ROY ROGERS SHOW
11:30-12:00 NOON E.S.T.

This schedule is [illegible] because CBS' Saturday morning children's line-up, with a nationwide audience in 180 markets, has consistently out-rated rival network programs on at the same time.

Starting date is September 15th. Ideal's week-after-week sponsorship will run till Christmas, with plans now underway to continue network sponsorship from January to April 1963.

KING ZOR THE DINOSAUR King Zor has been frozen solid since the Ice Age. But now the blazing sun melts the ice and King Zor escapes. Everybody runs away but Bill, who has a dinosaur gun. Bill tries to stop King Zor by shooting darts at Zor's "whale of a tail." When Zor is hit in this vulnerable spot, he turns toward Bill and fires back a missile. What a battle scene!

ODD OGG In a forest, all the animals are laughing at a new animal who's half a turtle, half a frog, called an Odd Ogg. A little boy defends Odd Ogg because Odd Ogg plays ball. Hit the right spot with the plastic balls and he moves forward. When you miss he sticks out his tongue and laughs at *you!* Now all the animals are singing, not laughing:

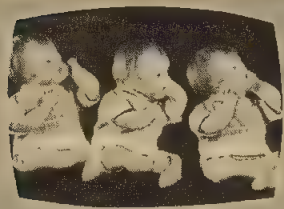
"Odd Ogg, Odd Ogg,
Half Turtle and Half Frog
He Can Move and That's Not All
Odd Ogg, Play Ball."

SNEAK PREVIEW OF IDEAL'S TOP TEN TOY COMMERCIALS TO BE SEEN ON TV THIS FALL

NEW TECHNIQUES + CATCHY JINGLES + CLEVER TOYS = DELIGHTFUL COMMERCIALS

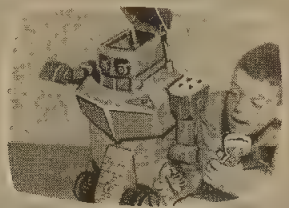
Ideal will present six unusual new toy commercials in addition to four famous "proven hit" commercials of 1961, on its TV shows this fall. On these pages are synopses of the "top ten."

Each year Ideal's commercials have won TV awards for excellence—and we anticipate several more this year. You'll know why, too, when you see them!



THUMBELINA In a faraway castle is a sad little princess. Suddenly, a magician appears and gives her Thumbelina, a doll that wriggles like a real baby when the key in her back is wound. Thumbelina also cries! When the princess picks her up she stops crying! The little princess goes to sleep happy, cuddling her new wriggling, crying Thumbelina doll. The "Rock-A-Bye Baby" theme music is a Thumbelina jingle.

"My Thumbelina moves just like real
My Thumbelina, you are Ideal.
My Thumbelina sleeps with me, too.
You're my Thumbelina, and I love you."



ROBOT COMMANDO Over the horizon of a deserted city Robot Commando dramatically appears. As he moves down the streets, tanks and airplanes attack him. But he swings his arms, hurling missiles, and a rocket fires from his secret head dome. A young boy is actually directing the Robot's actions with the voice-control microphone. He alone commands the Robot. "Ideal's Robot Commando is here to help and he takes orders only from you!"

HAUNTED HOUSE Amid thunder and lightning, two children wander into a haunted house. Frightened by black cats, ghosts and vampires, they run out. But it's only a dream, for safe in their own attic, they are playing an exciting game called Haunted House. Here, secret doors open and miniature spooks pounce out with mysterious clues that lead to a hidden jewel in the attic. It's a commercial as thrilling and chilling as actually visiting a real haunted house.

GAYLORD THE PUP Two children are looking for Gaylord. "Here, Gaylord!" He's just like a real dog—a funny toy dog—and when you pull his leash, he'll walk along with you. Tug it again, he'll walk backward. He'll climb up, up, up the stairs and even fetch his own bone. And here's Ideal's new hit jingle:

"Gaylord . . . he looks kinda crazy
Moves kinda lazy
See what he'll do,
Gaylord, when you pull his leash
He'll walkity, walkity walk with you—Arf Arf!"

TAMMY is a real outdoor girl! She loves to go to football games, tennis matches, swimming parties—dressed in the prettiest teen-age outfits. They're all part of Tammy's exciting teen-age wardrobe, which also includes the most adorable accessories . . . transistor radios, cameras, TV sets, telephones, skis, and other important necessities in a teen's life. Yes, Tammy is the Ideal teen-age doll—the doll you love to dress!

BOP THE BEETLE If you hit the beetle right, it'll pop into the frog's mouth and the trap will shut tight. Children can take turns trying to bop the beetle into the frog trap, or race each other. You can play it indoors or outdoors. You can play it with the kids or play with Dad.

"Just bop, bop, bop the beetle,
Hit, hit, hit it right
When you feed the frog,
His mouth shuts tight!"

KISSY She puckers up and kisses—the most loving doll you ever had. Mommy wakes her little girl in the morning with a kiss, just like Kissy. When you brush her hair and take care of her, Kissy says "thank you" with a kiss. Children love to follow the famous Kissy jingle with the bouncing heart:

"Go get Kissy if you want a little kiss.
Press her arms like this, you'll get a little kiss.
Go get Kissy if you want a little kiss
For you she is Ideal!"

MR. MACHINE Look at the parade of marching Mr. Machines! They walk along, swinging their arms, squawking and ringing their bells, as all the children sing:

"Here he comes! Here he comes!
Greatest toy you've ever seen.
And his name is Mr. Machine.
He is real! He is real!
And for you he is Ideal.
And his name is MR. MACHINE!"

IDEAL'S "TOP 10" TOY COMMERCIALS TO APPEAR ON THE MOST POPULAR LOCAL SHOWS IN 51 CITIES

Contact your wholesaler for your copy of the TV Times, imprinted with Ideal's local spot schedule in your area.

(see front page listing for local spot schedule)

IDEAL extends your peak selling

Non-Stop CBS Network and Spot

9000-1

TAMMY™

...the teen-age doll you love...to dress

She's 12" high—from the top of her teased hair down to her white sneakers. Tammy comes in a basic one-piece playsuit. She has an exciting separate wardrobe of 20 typical teen outfits, including sportswear, school dresses, date dresses and lounging outfits—all with the most adorable accessories. Tammy's the newest miniature doll to delight little girls. Pack: 12 per ctn. Weight. 8 lbs.

©Ideal Toy Corp.

season . . . right through 1963 with TV campaign on these 3 best-sellers!

TV starts Jan. 5

0401-0

TINY THUMBELINA™

. . . a petite armful of cuddliness

14" Tiny Thumbelina moves like a real baby. Wind the knob in her back . . . she wriggles her head and body so realistically. Tiny Thumbelina has a wardrobe of adorable separate outfits with accessories, including, Sleeping Gown Set, Creeper Set, Pajama Outfit, Knitted Suit Outfit, Pram Suit Set and Christening Dress Outfit. She comes in a lace-trimmed organdy dress, slip and booties. She has a cuddly soft body and rooted Saran hair.

Pack: 12 per ctn. Weight: 20 lbs.

©Ideal Toy Corp.
U.S. Pat. No. 3,029,552

2

DON'T FIRE
THE XMAS
HELP!
Everyone's needed
IDEAL TOY
continues big
Network & Spot TV
right thru
1963

TV starts Jan. 5

4103-8

BOP THE BEETLE™

...bop the beetle into the beetle trap!

Hit a corner of the beetle with the bopper . . . if it flies into the open frog-shaped trap, the trap will snap closed —with a BANG! It's challenging . . . it's competitive. Play it with friends . . . play it with the family. Set comes with two beetles, two beetle boppers and a beetle trap Pack. 1 to display box, 6 to ctn. Weight: 19 lbs.

©Ideal Toy Corp.

extend your profit season right through 1963 with IDEAL

IDEAL TOY CORPORATION • 200 Fifth Avenue, New York 10, N. Y.

IDEAL extends your peak selling

Non-Stop CBS Network and Spot

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©Ideal Toy Corp.
U.S. Pat. No. 3,029,559

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IDEAL TOY CORPORATION • 200 Fifth Avenue, New York 10, N. Y.

DON'T FIRE THE XMAS HELP!
Everyone's needed
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1963

Ⓐ **WESTINGHOUSE** 7-Transistor

Ⓑ **WESTINGHOUSE** 6-Transistor

Ⓒ **GENERAL ELECTRIC** 6-Transistor

Ⓗ **WEBCOR AM/FM** 9-Transistor

Ⓓ **PHILCO** 6-Transistor

MINIATURE RADIOS

They fit in the palm, the shirt pocket, the purse. All complete with batteries, earphones, case.

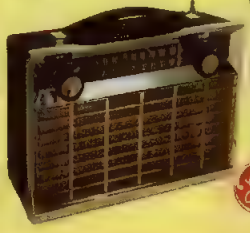
Ⓖ **ARVIN** 7-Transistor

Ⓕ **MOTOROLA** 6-Transistor

Ⓔ **PHILCO** 7-Transistor

POCKET-SIZE PORTABLES

Ⓛ Deluxe 10-Transistor **AM-FM RADIO**



Ⓜ 8-Transistor Auto-Boat-Home Radio

Powerful Transistor Portable Radios Take Anywhere . . . Play Anywhere

(A) WESTINGHOUSE 7-TRANSISTOR GIFT PACK. 7-transistor miniature radio fits the hand—gives big performance. Plays up to 75 hrs. on 2 penlite cells—10 times longer than most comparable radios. Built-in antenna, powerful Alnico speaker, accurate vernier tuning; 4½x 2½x1⅛" case; 7 transistors plus diode. Gift pack contains radio, case, 2 batteries, earphone in case.
4J260X2888 2 lbs. **Retail $34.95**

(B) WESTINGHOUSE 6-TRANSISTOR GIFT PACK. Small and compact, only 2⅛x4½x1⅛", but has long-range built-in antenna, full-tone Alnico speaker and pin-point tuning selector, 6 transistors plus diode. Plays up to 75 hrs. on 2 penlite cells. Includes radio, case, 2 batteries, earphone in case.
4J266X2495 2 lbs. . . . . **Retail $29.95**

(C) G.E. 6-TRANSISTOR GIFT PACK. Shirt pocket size radio . . . 4¾x3x1¾" . . . with 6 transistors plus diode and easy-read slide rule dial. Plays on 2 inexpensive penlite cells . . . up to 100 hours on a set. 2⅝" magnetic loudspeaker produces big sound and quality tone. Includes radio, case, earphone in case, batteries.
4J351X2165 1 lb. . . . . **Retail $24.95**

(D) PHILCO 6-TRANSISTOR GIFT PACK. Portable radio outfit that delivers big-set sound wherever you go. Tunes quickly and easily with fingertip. Plays on just 2 penlite cells, has 2" speaker. Gift pack includes radio, earphone, case and 2 batteries. 4⅝x2⅞x1¼" case.
4J344X2440 1 lb. . . . . **Retail $29.95**

(E) PHILCO 7-TRANSISTOR GIFT PACK. New palm size! Amazing tone quality and long-range reception. Exclusive Power-Boost gives room-filling sound with longer battery life. Operates on 2 penlite batteries for hours of listening pleasure. Powerful 7-transistor set features a full tone 2" speaker. Accurate pin-point tuning with easy-to-read dial. Gift pack includes radio and carrying case, earphone and 2 batteries.
4J345X3057 1 lb. . . . . **Retail $37.50**

(F) MOTOROLA 6-TRANSISTOR GIFT PACK A miracle of miniaturization, smaller than a king-size pack of cigarettes, but with vented speaker compartment, push-pull amplifier and exclusive Golden Voice 2" speaker give sound you never thought possible in a minature. Leather grain case, 2⅝x3⅝x1". Gift pack complete with battery, earphone and carrying case.
4J346X2246 7 oz. . . . . **Retail $29.95**

(G) ARVIN "MIGHTY MITE" RADIO OUTFIT. 2¾x 4¼x2⅛" radio operates on 7 transistors and 1 diode . . . has 2¼" Alnico V speaker, shock-proof printed circuit, automatic volume control. New 9-volt "pop-in" battery for quick change Complete with leather case, battery and earphone.
4J293X2336 1¼ lbs. **Retail $29.95**

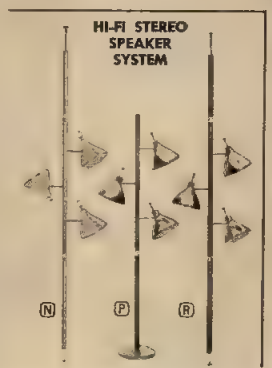
(H) WEBCOR AM/FM 9-TRANSISTOR OUTFIT. Carry the high fidelity sound of FM with you wherever you go, with this miracle of miniaturization. Measures only 3½x5½x1⅜". Has 9-section antenna that telescopes to 2'5" for best reception. Operates on 9 transistors plus 5 diodes; with 2¾" PM dynamic speaker. Includes radio with leather case; earphone with case and 9-volt battery.
4J348X6495 1 lb. . . . . **Retail $79.95**

(J) WESTINGHOUSE 6-TRANSISTOR GIFT PACK. Includes radio case with carry strap, earphone with case, 4 long-life penlite cells . . . plus compact 6-transistor portable radio measuring 6⅞x4½x2½".
4J258X2493 4 lbs. . . . . **Retail $29.95**

(K) MOTOROLA 8-TRANSISTOR GIFT PACK. 8-stage IF circuit for incomparable selectivity. Unbelievable economy—plays 200 hrs. on 4 mercury cells—exclusive battery life indicator. Flip-top cover over controls, leather hand strap. 8 transistors plus 2 diodes and 1 thermistor; 3⅝" Golden Voice Speaker, 4½x6⅝x 1¾". Includes radio, earphone, leather case, batteries.
4J347X3899 1½ lbs. . . . . **Retail $49.95**

(L) G.E. DELUXE AM/FM 10-TRANSISTOR. Enjoy high fidelity FM anywhere . . . features built-in AFC to prevent FM station drift and R.F stage for more enjoyable AM listening. Lighted slide rule dial vernier tuning. Uses 10 transistors and 3 diodes . . . has 5¼" heavy magnet speaker. FM whip antenna and AM ferrite antenna. Measures 10⅞x8¼x4¼". Uses 6 "D" batteries.
4J349X9030 2 lbs. . . . . **Retail $125.00**
6 batteries for above.
8H276X78 1¼ lbs. . . . . **Retail $1.20**

(M) G.E. "GENERAL" 8-TRANSISTOR RADIO. Adjustable whip antenna—for auto or boat use. 8 transistors plus diode; slide rule dial; vernier tuning; 3" dynamic speaker. Removable strap, clip stand acts as stand . . . or clips to car window, boat windshield, belt or bicycle Measures 7¼x2¼x6¼", unbreakable case Uses 3 flashlight batteries.
4J350X4675 3 lbs. . . . . **Retail $59.95**
Batteries for above.
8H277X50 ¼ lb. . . . . **Retail 75c**



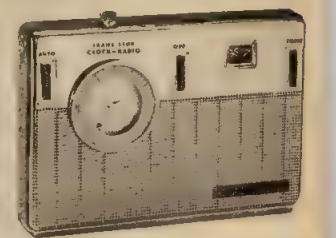
HI-FI STEREO SPEAKER SYSTEM. New! Different!! Exclusive!! Directional sound with individual speaker selection at ear-level reception. Compact versatility of "Varti-Sonic" with adjustable features allow full utilization of acoustical values in any room. Entire 3-speaker system installs in minutes. Speakers rotate 360°; pivots horizontally. Pole extends from 7'6" to 9' For hi-fi, stereo, radio, organ, phono. 60 C.P.S. to beyond audibility.

Traditional Model. Antique white finished veneer pole with matching bullets and gold colored accents.
(N) 1E428X8665 Pole style. 20½ lbs. **$129.95**

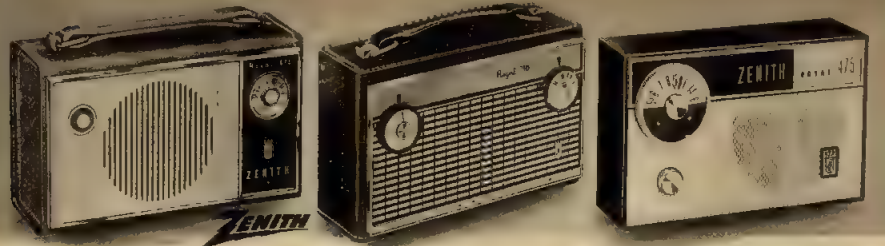
Contemporary Model. Walnut veneered pole with polished brass bullets and accents.
(P) 1E426X8665 Tree style. 25 lbs. . . **$129.95**
(R) 1E427X8665 Pole style. 20½ lbs.. **$129.95**

(S) REALTONE "COMET" 8-TRANSISTOR SHIRT POCKET PORTABLE—AT BUDGET PRICE! Power packed . . . superb tone . . . ideal for reception of far away stations. Beautiful black case 4⅜x2½x1". Vernier tuning with magnifying optic lens. Built-in easel stand. 2½" dynamic speaker. With earphone, carry case and 9-v. battery. Gift box.
4J311X1797 Wt. 7½ oz. . . . **Retail $32.50**

(T) REALTONE "VOYAGER" 3-BAND, 9-TRANSISTOR PORTABLE. Has Short Wave, Marine, and Standard AM bands—ideal for sportsmen, sailors, etc. 3 separate antennas, slide rule dial for pin-point tuning, hi-impact black plastic case, combination handle and back stand With earphone, case, 6 penlight batteries. 6½x4½x 1⅝".
4J313X3190 15-oz. . . . . **Retail $52.50**



REALTONE 6-TRANSISTOR POCKET-SIZE CLOCK RADIO. Wake up to music 7-jewel alarm clock automatically turns radio on—turns it off 30 minutes later. Black plastic case 4¾x3½x1⅛". Vernier tuning, 2" speaker, automatic volume control, rod antenna, superheterodyne circuit, leakproof battery compartment. With 6 penlight batteries.
4J312X2897 6 oz. . . . . **Retail $45.00**



ZENITH ROYAL 475 6-TRANSISTOR PORTABLE RADIO. 6 plug-in transistors plus 2 Germanium diodes mean less costly servicing, if needed. With push-pull amplification, they provide 200 milliwatts undistorted audio output with less battery drain. Has inverse feedback, Wavemagnet antenna, 4" Alnico 5 speaker, Vernier tuning. On/off, volume controls. Up to 300 hours on 4 "C" batteries, incl. Brown Permaweer cover 8¼x5-5/16x5¼".
4J214X3665 3¾ lbs. . . . . **Retail $40.95**

ZENITH ROYAL 7 TOLO 7-TRANSISTOR PORTABLE RADIO. Easy-to-service plug-in transistors plus 1 diode combines with Class B push-pull amplification for 500 milliwatts undistorted audio output. Big set features: Wavemagnet antenna, 4" Alnico 5 magnet speaker Vernier tuning, inverse feedback. Operates up to 300 hours on 6 "C" batteries included 540-1600 KCS plus marked Civil Defense frequencies. Charcoal Permaweer cover. 6-1/16x8¾x3-11/32". . . . . .
4J215X4297 3¾ lbs. . . . . **Retail $51.48**

ZENITH ROYAL 475 7-TRANSISTOR TABLE-TRAVEL RADIO. Most powerful of its size! Has 7 plug-in transistors, 1 diode, push-pull amplification, tuned RF stage with 3 gang tuning condenser, Vernier tuning, inverse feedback, Wavemagnet antenna. 3¼" Alnico 5 speaker. Automatic volume control. To 250 hours on 6 Mercury batteries included; or to 100 hrs. with penlite batteries. Beige polystyrene cabinet. 4-3/16x6-13/32x2-1/8" deep.
4J316X4297 1¾ lbs. . . . . **Retail $51.45**

ZENITH ROYAL 755LG 8-TRANSISTOR PORTABLE RADIO. 6 plug-in transistors, 1 diode plus class B push-pull amplification gives 500 milliwatts undistorted output. Vernier tuning, slide rule dial, tuned RF stage with 3 gang condenser, inverse feedback, Wavemagnet antenna. 4" Alnico 5 speaker. So sensitive, it plays in autos, planes, trains. Runs to 300 hours on 6 "C" batteries included. Top grain Brown leather cabinet, 5¾x9x4-1/16". . . . . .
4J317X5497 4 lbs. 6 ozs. . . . . **Retail $64.95**

ZENITH ROYAL 700Y 8-TRANSISTOR SUPER NAVIGATOR RADIO. Receives FAA Weather-Navigation service, Marine and CAP bulletins on 150-400 KC and European LW plus 550-1600 KC, 2-4.9 mc and Civil Air Patrol. NAV-NOR control. "B" push-pull amplification, 2 earphone jacks, 4" Alnico 5 speaker, Vernier tuning, 3 Wavemagnet antennas, tuned RF stage, 3-gang condenser. Azimuth scale. To 300 hours on 8 "C" batteries incl. Black cowhide case. . . . . .
4J818X7997 7¼x9x4-1/16". . . . . **Retail $99.95**

ZENITH ROYAL 2000 FM/AM CORDLESS PORTABLE RADIO 10 transistors, 1 AFC transistor, 3 diodes. Push pull amplification, 500 milliwatts undistorted output. Drift-free FM 88-108 MCS with Automatic Frequency Control, 540-1600 KC AM Vernier tuning, Wavemagnet antenna, inverse feedback Automatic volume control. 7x5" Alnico speaker Phono jack. Runs to 300 hours on 8 "C" batteries incl. Black Permaweer cover. 11⅛x10x4⅛". . . . . .
1E236X12497 11⅛ lbs. . . . . **Retail $149.95**

Transistor Pocket Radios

(A) ZENITH ROYAL 500 DELUXE 8-TRANSISTOR POCKET RADIO. Largest speaker for its size! Exclusive Zenith 5x3" extended range speaker develops widest tonal range ever in pocket radio. New ceramic magnet develops richer low and clearer high tones. 8 plug-in transistors plus 1 germanium diode, Class B push-pull amplification for 200 milliwatts undistorted output. RF stage. 4 tuned IF circuits for sharp selectivity, inverse feedback, Vernier tuning, Wavemagnet antenna. Automatic volume control. 540-1600 KCS. Dual handle-stand. Ebony nylon cabinet. 5-16/16x3¾x1-11/16". Runs to 90 hours on 4 penlite batteries, included.
4J319X4997 . . . . . **Retail $40.00**

(B) ZENITH ROYAL 400 POCKET RADIO. 7 plug in transistors plus 1 diode and push-pull amplification give 100 milliwatts undistorted output. Exclusive 5x3" extended range speaker, Vernier tuning, inverse feedback, Wavemagnet antenna. Automatic volume control. Earphone jack. Handle converts to easel stand. 540-1600 KCS. Runs to 100 hrs. on 4 penlite batteries incl. Black polystyrene case, 5-16/16x3-9/16x1-3/4".
4J320X3497 19¼ ozs. . . . . **Retail $40.95**

(C) ZENITH ROYAL 300H POCKET RADIO. 6 transistors plus 2 diodes with Class B push pull amplification give 80 Milliwatts output To 7h hours use on 2 penlite batteries, included. Automatic volume control, Alnico 5 speaker. Wavemagnet antenna, air dielectric condenser, 540-1600 KCS. Durapore cabinet in Charcoal/white. 4¾x2-11/16x1¼".
4J321X3497 8¾ ozs. . . . . **Retail $37.45**

ZENITH ROYAL 1000 9-TRANSISTOR TRANS-OCEANIC 8-WAVE BAND PORTABLE RADIO Smallest, lightest of all! Tunes: 540-1600 KC, 2-4 MC, 4-9 MC, 9.4-10.0 MC, 11.4-12.2 MC, 14.7-15.7 MC, 17.1-18.5 MC, 20.7-22.4 MC. Lighted rotary slide-rule calibrated dial, Dial-O-Map and log charts; Wavemagnet and telescopic Wavered antennas; phono and private jacks; Alnico 5 speaker. 3-gang condenser, tuned RF stage—500 milliwatts undistorted output. Volume and tone controls plus automatic volume control. Chrome/black Permaweer cover. Operates up to 300 hours on 9 flashlight batteries incl. 10¼x12¾x4½".
1E257X17997 13 lbs. . . . . **Retail $250.00**
Royal 1000-D As above, but 9 wave bands. 150-400KC FAA Weather-Navigation. Gold color metal/black Permaweer cover
1E258X19797 13 lbs . . . . . **Retail $273.00**

the most beautiful sound you've ever seen

clock radios by Westinghouse

3N660X3695 — Beige - Mocha ..... Retail 49.95
3N661X3695 — Pink - Charcoal ..... Retail 49.95

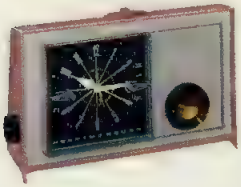
CUSTOM DELUXE PUSH-BUTTON CLOCK RADIO will lull you to sleep with soft music . . . gently wake you to the sound of morning. Features softly illuminated clock face set in fully moulded cabinet . . . has wake-up-to-music, 60 minute slumber control and gentle buzzer alarm. New "Doze" control and convenient appliance outlet. Radio delivers full range sound . . . has tuned RF stage, 3 gang tuning capacitor for increased sensitivity. Shielded ferro-core antenna minimizes static. AC only. 6 tubes incl. rectifier. 6-7/16" H., 13" W., 4-13/16" D. Ship. wt. 9 lbs.

3N662X2995 — Green - White ..... Retail 39.95
3N663X2995 — Mocha - White ..... Retail 39.95

FULL FEATURED PUSH-BUTTON CLOCK RADIO will brighten your mornings with your favorite program. Features wake-up-to-music. Buzzer alarm will sound in ten minutes if needed. Slumber Switch. Handy Doze control . . . push a button and alarm will buzz again after giving you extra sleep. Handy appliance outlet. Radio has up-front sound . . . ferro-core antenna and accurate vernier tuning. AC only. Five tubes including rectifier. 7-5/16" H., 11¼" W., 5" D. Ship. wt. approx. 7¼ lbs.

3N664X2750 — Charcoal - White ..... Retail 34.95
3N665X2750 — Ivory - White ..... Retail 34.95
3N666X2750 — Blue - White ..... Retail 34.95

ATTRACTIVE FULL FEATURED CLOCK RADIO . . . gives you Slumber Switch, wake-up-to-music followed by buzzer alarm in ten minutes. Handy doze button will let you get those extra winks and wake you again. Precision vernier tuning . . . up-front sound . . . convenient appliance outlet. Gracefully moulded cabinet. AC operation only. Five tubes including rectifier. 7⅜" H., 12½" W., 4⅝" D. Ship. wt. 6 lbs.

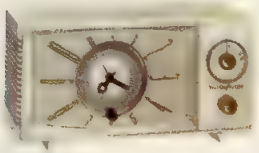


3N667X2350 — White ..... Retail 29.95
3N668X2350 — Pink ..... Retail 29.95
3N669X2350 — Aqua ..... Retail 29.95

HANDSOME "ALL AROUND" CLOCK RADIO is modern in every detail. Features 60 minute slumber switch . . . automatic wake-up-to-music and buzzer alarm . . . Doze Control. Wide range Alnico speaker. Fully moulded cabinet. AC only. 5 tubes incl. rectifier. 7¾" H., 11¼" W., 4⅜" D. Ship. wt. 7 lbs.

3N670X 995 — Aqua ..... Retail 24.95
3N671X1995 — Goldentone ..... Retail 24.95

DELUXE "TWIN LEVEL" CLOCK RADIO lets you wake-to-music . . . buzzer alarm in 10 minutes if needed. 60 minute slumber switch lets you fall asleep to music, automatically turns off radio. Wide range Alnico speaker for fine quality sound. 5 tubes including rectifier. AC only. 6" H., 10⅞" W. 5⅜" D. Shipping weight 5½ lbs.

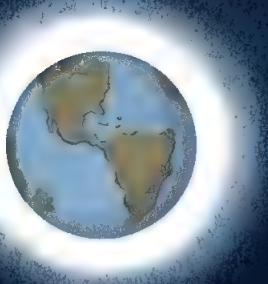


3N672X1695 — White ..... Retail 19.95

SMART CLOCK RADIO is designed for any room . . . any budget. Has large easy-to-read clock face, fine moulded cabinet. High Gain Iron Core Transformer for sensitivity. Ceramicloid circuitry seals out dirt, moisture . . . wire-wound loop antenna improves long distance reception. Powerful wide-range Alnico speaker. Five tubes incl. rectifier AC only. 6" H., 11½" W., 5" D. Ship. wt. 5 lbs.

OHIO ART

THE WORLD'S BEST TOYS



FALL & WINTER
1962

THE OHIO ART CO. - BRYAN, OHIO

OHIO ART • WORLD'S BEST TOYS

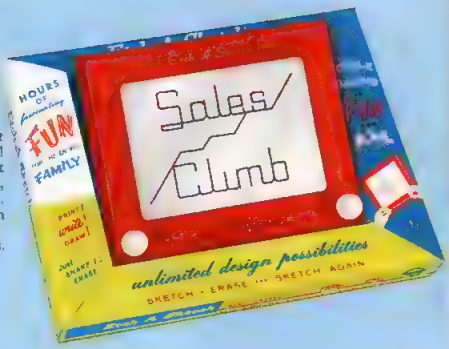
TV SPECTACULARS FOR 1962

5 STAR

No. 510 MAGNASTIKS

Nickel plated parts combined with magnets in a sturdy carrying case for a toy of unusual quality. Create an almost unlimited number of designs, models and forms through magnetic construction. Over 100 pieces held securely in box. Lifetime magnets. Size 12¼" x 9¼" x 2¾".

½ doz. ctn. 17 lbs.



No. 505 ETCH A SKETCH®

Top toy of 1961 and for years to come. Great family fun! Works like magic! Draw! Design! Write! Etch A Sketch® does everything but dot the i. Manipulate knobs to form letters, pictures, charts, designs, etc. Bright red plastic frame. Glass window. Approx. 9⅛" wide, 7¾" high and 1¾" thick. Each in open display box.

½ doz. ctn. 10½ lbs.

No. 505A

Packed 1 doz. to ctn. 20½ lbs.

OHIO

PRODUCTION

NATION-WIDE COVERAGE

OHIO ART • WORLD'S BEST TOYS

No. 562 ASTRORAY GUN

Flashlight gun lights up target! This new eight piece dart set is for tomorrow's space aces. Red and white plastic Astroray gun features adjustable "Ray" for accuracy in hitting target. Safe—operates from two size "c" flashlight batteries (not included). Bulb included 12¾" diameter metal target in four color litho. Six assorted colored safe plastic darts with rubber suction cup tips. Gun is 9¾" x 7⅛" x 2½". Each in open display box. Packed 1 doz. to ctn. Approx. wt. 22½ lbs.

No. 364 FIDO'S MUSICAL DOG HOUSE WITH GENUINE SWISS MUSICAL UNIT

Genuine Swiss musical unit plays familiar "Where, Oh Where Has My Little Dog Gone" until Fido "jumps" from dog house door. Four color lithoed metal dog house measures 7¼" x 7½" x 7⅞". Wire handle for carrying. Three colored plastic dog. Boxed 1 each. Packed 1 doz. to ctn. Approx. wt. 23 lbs

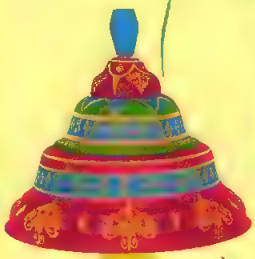
No. 503 SKETCH A GRAPH
With Pantograph

An entirely new concept of the pantograph in a practical toy. Enlarge or reduce almost any drawing . . . in color . . . in perfect proportion. Four arms, 3 different scales for different sizes. Three complete pens, one each: red, green, blue. Suction cups keep original copy flat, eliminate slipping. Set includes red plastic Sketch A Graph, 3 pens, drawing paper and sketch book. Each in full color box. Size box 17" x 14¼" x 1¾". Packed 1 doz. to ctn. Approx. wt. 28 lbs.

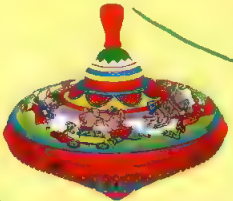
Spinning Sensations TO TUNE UP YOUR PROFITS

No. 315 COLOR CHANGING TOP
Colored discs create intriguing designs as top spins. True-tone musical reeds. Poly base. Wooden knob. Plunger type. Sturdy. 10" high 7½" in diameter. Each in self display pack.
1 doz. ctn. 16½ lbs.

No. 315B Each in chip board box.
1 doz. ctn. 16½ lbs.



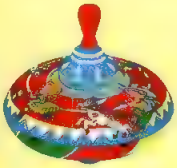
No. 322 AUTOMATIC CHORAL TOP
12-tone choral reeds produce harmonious changing chords, reminiscent of a cathedral organ. Iridescent colors of beauty and dignity. Metal with poly base, wooden knob. 9½" high, 8½" diameter. Each in printed box
1 doz. ctn. 18½ lbs.

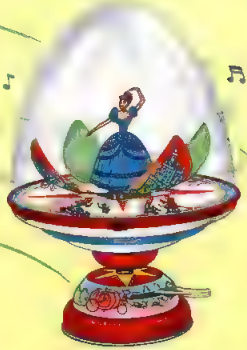


No. 307 MUSICAL TOP
4-tone reed. 4-color lithoed metal plunger type top. 9½" diameter, 8½" high
1 doz. ctn. 11½ lbs.

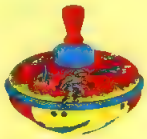
No. 307A MUSICAL TOP
½ doz. ctn. 6 lbs.

No. 305 MUSICAL TOP
3-tone reed. 4 color lithoed metal, plunger type top. 7" diameter, 8" high.
1 doz. ctn. 7 lbs.



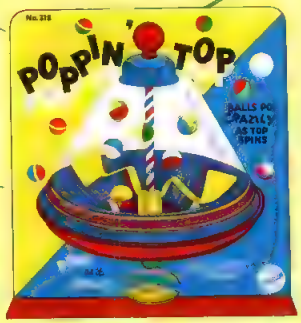


No. 325 CINDERELLA TOP
Suspense in a musical, lever type, spinning top. Castle unfolds to reveal Cinderella. Colorful Plastic dome, metal base. 9¾" high, 7½" diameter. Each in attractive box.
1 doz. ctn. 20 lbs.



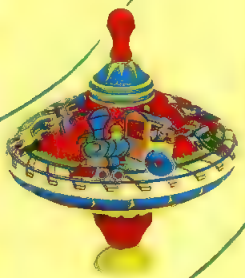
No. 303 SPIRAL PLUNGER TYPE TOP
5½" diameter, 5¾" high. Metal lithoed in 4 colors
3 doz. ctn. 13 lbs.

No. 303A 1 doz. to inner box.
12 doz. to ctn. 5 lbs.



No. 318 POPPIN' TOP
It POPS! as it spins! Continuous action with 8 balls jumping in all directions. Plunger type. Stands on poly base. Wooden knob 10½" high, 8½" diameter. Brilliant colors. Each in self display pack
1 doz. ctn. 16½ lbs.

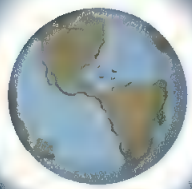
No. 318B Each in chip board box.
1 doz. ctn. 16½ lbs.



No. 309 MUSICAL TOP
4-tone reeds. 4-color lithoed metal with poly base. Plunger type. 10¾" high, 8½" diameter
1 doz. ctn. 11 lbs.

OHIO ART

THE WORLD'S BEST TOYS



FALL & WINTER
1962

THE OHIO ART CO. - BRYAN, OHIO

TV SPECTACULARS FOR 1962

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½ doz. ctn. 17 lbs.

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½ doz. ctn 10½ lbs.

No. 505A

Packed 1 doz. to ctn. 20½ lbs.

OHIO

NATION-WIDE COVERAGE

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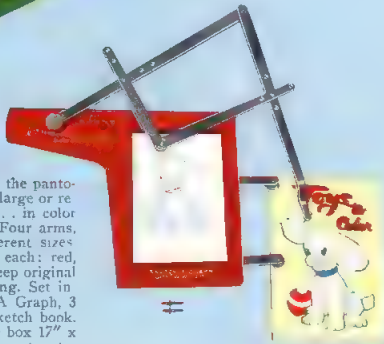
Flashlight gun lights up target! This new eight piece dart set is for tomorrow's space aces. Red and white plastic Astroray gun features adjustable "Ray" for accuracy in hitting target. Safe — operates from two size "c" flashlight batteries (not included). Bulb included 12¾" diameter metal target in four color litho. Six assorted colored safe plastic darts with rubber suction cup tips. Gun is 9¾" x 7½" x 2½". Each in open display box. Packed 1 doz to ctn. Approx. wt. 22½ lbs.

No. 364 FIDO'S MUSICAL DOG HOUSE WITH GENUINE SWISS MUSICAL UNIT

Genuine Swiss musical unit plays familiar "Where, Oh Where Has My Little Dog Gone" until Fido "jumps" from dog house door. Four color lithoed metal dog house measures 7¼" x 7½" x 7¾". Wire handle for carrying. Three colored plastic dog. Boxed 1 each. Packed 1 doz. to ctn Approx. wt. 23 lbs.

No. 503 SKETCH A GRAPH
With Pantograph

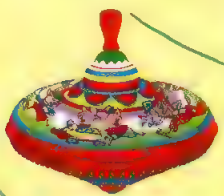
An entirely new concept of the pantograph in a practical toy. Enlarge or reduce almost any drawing . . . in color . . . in perfect proportion. Four arms, 3 different scales for different sizes Three complete pens, one each: red, green, blue. Suction cups keep original copy flat, eliminate slipping. Set includes red plastic Sketch A Graph, 3 pens, drawing paper and sketch bonk. Each in full color box. Size box 17" x 14½" x 1¾". Packed 1 doz to ctn. Approx. wt. 28 lbs.



No. 315 COLOR CHANGING TOP
Colored discs create intriguing designs as top spins. True tone musical reeds. Play base. Wooden knob. Plunger type. Sturdy 10" high 7½" in diameter. Each in set display pack
1 doz. ctn. 16½ lbs.

No 315B Each in chip board box
1 doz. ctn. 16½ lbs.

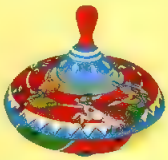
No. 322 AUTOMATIC CHORAL TOP
12 tone choral reeds produce harmonious changing chords, reminiscent of a cathedral organ. Iridescent colors of beauty and dignity. Metal with poly base, wooden knob. 9½" high 8½" diameter. Each in printed box
1 doz. ctn. 18½ lbs.

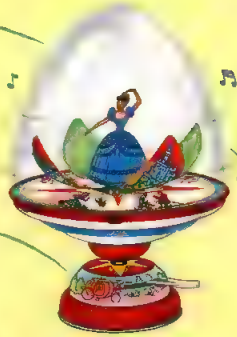


No. 307 MUSICAL TOP
4-tone reed. 4-color lithoed metal plunger type top. 9½" diameter 8½" high
1 doz. ctn. 11½ lbs.

No. 307A MUSICAL TOP
½ doz. ctn. 6 l

No. 305
MUSICAL TOP
3-tone reed. 4 color lithoed metal plunger type top 7" diameter, 8" high
1 doz. ctn. 7 lbs





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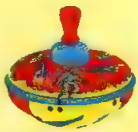
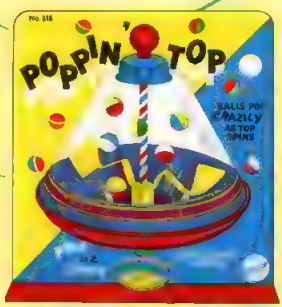
1 doz. ctn. 20 lbs.

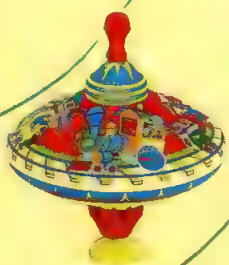


No. 303 SPIRAL PLUNGER TYPE TOP
5¼" diameter, 5¾" high. Metal lithoed in 4 colors
3 doz. ctn. 13 lbs.
No. 303A 1 doz to inner box
12 doz. to ctn. 58 lbs.

Spinning Sensations
TO TUNE UP YOUR
PROFITS



No. 318 POPPIN' TOP
It POPS! as it spins! Continuous action with 8 balls jumping in all directions. Plunger type. Stands on poly base. Wooden knob 10⅝" high, 8½" diameter. Brilliant colors. Each in self display back
1 doz. ctn. 16½ lbs.
No. 318B Each in chip board box
1 doz. ctn. 16½ lbs.



No. 309 MUSICAL TOP
4-tone reeds, 4-color lithoed metal with poly base. Plunger type 10¾" high, 8½" diameter
1 doz. ctn. 11 lbs.

Play Housekeepers Prefer OHIO ART'S UNBREAKABLE

In Window Box or Pilfer

No. 420 "PARISIAN LEAVES" TEA SET
WINDOW BOX PACKAGE. Deluxe contemporary tea set. Service for four. 20 pieces lithoed metal. 4 each: cups, saucers, 5¼" dinner plates, 4" salad plates. Creamer, sugar bowl, round serving plate (6⅜"), heavy 8" x 10" tray

½ doz. ctn. 14½ lbs.

No. 407 "MISS PETITE" TEA SET
WINDOW BOX PACKAGE. 17-piece set. 4 each: butter plates, dinner plates, cups, saucers, 1 (5½" x 7½") tray. Metal lithoed in 4 colors.

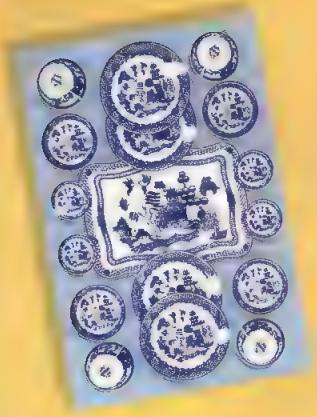
2 doz. ctn. 23 lbs

No. 400 "BO PEEP" TEA SET
Six pieces. 4 colors. Metal lithoed. 2 plates, 2 cups, 2 saucers.

3 doz. ctn. 11½ lbs.

No. 401 "TEA FOR TWO" TEA SET
Complete set of eight pieces. Teapot, 5" x 7" tray, 2 cups, 2 saucers, 2 4" plates. Lithoed metal.

2 doz. ctn. 16½ lbs.



No. 412 "BLUE WILLOW" TEA SET

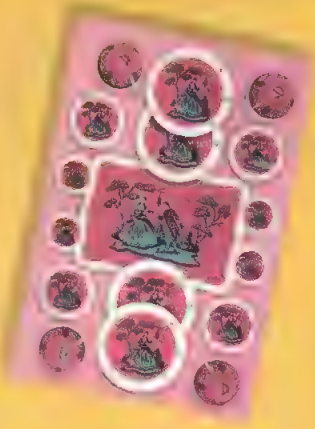
BLISTER PACKAGE. Classic blue and white willow design. 17 pieces lithoed metal. 4 each: cups, saucers, 4" dinner plates, 1¾" butter plates. One 5½" x 7½" tray.

1 doz. ctn. 12½ lbs.

No. 402 "HAWAIIAN FLORAL" TEA SET

BLISTER PACKAGE. 7 pieces, 4 color lithoed metal. 2 each: cups, saucers, 4" plates. One 5⅛" round serving plate.

2 doz ctn 9½ lbs



No. 414 "DIXIE BELLE" TEA SET

BLISTER PACKAGE. Lithoed metal. 17 pieces 4 each: 4" dinner plates, 1¾" butter plates, cups, saucers, and 1 (5½" x 7½") tray.

1 doz. ctn. 12½ lbs.

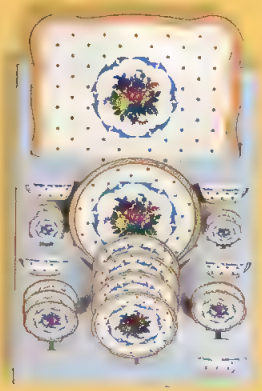
METAL TEA SETS

Free Blister Packs

No. 240 MECHANICAL TOASTER

Ticking mechanism produces realistic mechanical "pop-up" toaster. No winding. Bright lithoed metal on high impact plastic base. 7½" long, 4¼" wide, 5" high.

1 doz ctn. 9½ lbs



No. 410 "BLUE HEAVEN" TEA SET

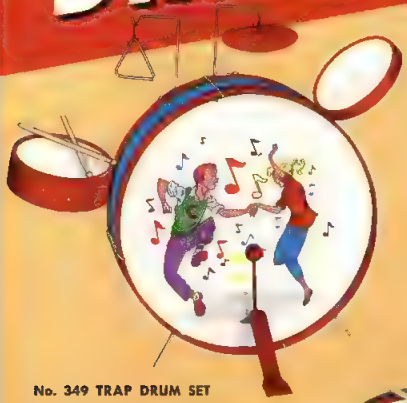
WINDOW BOX PACKAGE. 20-pieces securely fastened in box. Metal lithoed. 4 each. dinner plates, butter plates, cups, saucers. 1 (6⅜") serving plate. 1 (8" x 10") tray. 1 creamer, 1 creamer tray.

1 doz. ctn. 19½ lbs.

TRAP DRUMS FIELD DRUMS SNARE DRUMS

BEAT, BEAT, BEAT

Your Sales Record With
Ohio Art's Colorful Drums



No. 349 TRAP DRUM SET

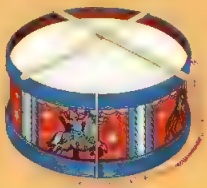
16" diameter drum complete with foot beater, snare drum, tom-tom, triangle, cymbal, 2 legs. ½ doz ctn. 27 lbs

No. 341 BEGINNER'S DRUM

6¼" diameter. Both heads metal. 3 doz. ctn. 20 lbs.

No. 343 SNARE DRUM

11" diameter, 6¼" high
1 doz ctn. 17 lbs.



No. 342 SNARE DRUM

11" diameter. Heavy parchment heads. 1 doz. ctn. 13 lbs.

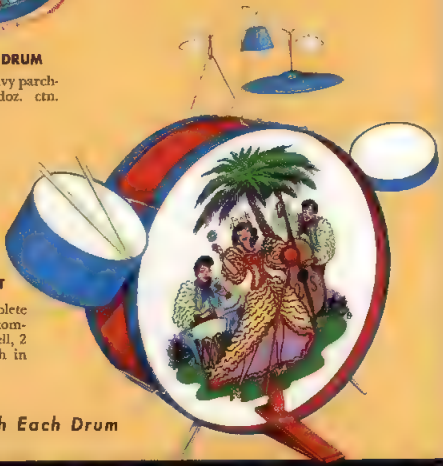
No. 346 DEEP FIELD DRUM

10½" diameter, 12" high. ½ doz. ctn. 10 lbs.

No. 344 FIELD DRUM

(Not Shown)

9" diameter, 10" high. ½ doz. ctn 9½ lbs.



No. 353 TRAP DRUM SET

20½" diameter drum complete with foot beater, snare drum, tom-tom, cymbal, triangle, cow bell, 2 aluminum bells, 2 legs. Each in case weighing 6½ lbs.

2 Wooden Sticks With Each Drum

THE OHIO ART CO.–BRYAN, OHIO

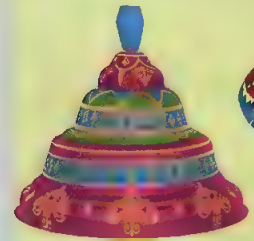
NEW YORK OFFICE
200 FIFTH AVE. BLDG. – SUITE 852

OHIO ART – WORLD FAMOUS FOR QUALITY

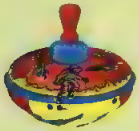
THE "TOPS" IN TOPS

No. 315 COLOR CHANGING TOP
Colored discs create intriguing designs as top spins. True-tone musical reeds. Poly base. Wooden knob. Plunger type. Sturdy. 10" high, 7½" diameter. Each in self display pack
1 doz. ctn. 16½ lbs.

No. 315B Each in chip board box.
1 doz. ctn. 16½ lbs.

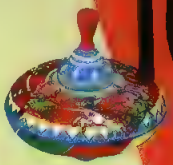


No. 322 AUTOMATIC CHORAL TOP
12-tone choral reeds produce harmonious changing chords, reminiscent of a cathedral organ. Iridescent colors of beauty and dignity. Metal with poly base, wooden knob. 9½" high, 8½" diameter. Each in printed box.
1 doz. ctn. 18½ lbs.

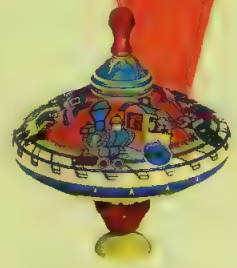


No. 303 SPIRAL PLUNGER TYPE TOP
5¼" diameter, 5¾" high. Metal lithoed in 4 colors.
3 doz. ctn. 13 lbs.

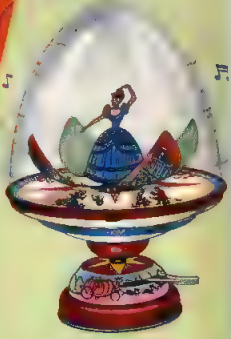
No. 303A 1 doz. to inner box.
12 doz. to ctn. 55 lbs.



No. 305 MUSICAL TOP
3-tone reed. 4 color lithoed metal, plunger type top. 7" diameter, 8" high.
1 doz. ctn. 7 lbs.



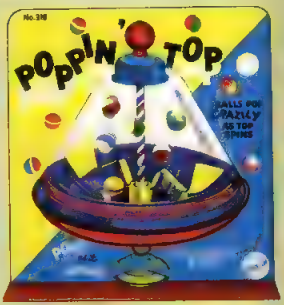
No. 309 MUSICAL TOP
4-tone reeds, 4-color lithoed metal with poly base. Plunger type. 10¾" high, 8½" diameter.
1 doz. ctn. 11 lbs.



No. 325 CINDERELLA TOP
Suspense in a musical, lever type, spinning top. Castle unfolds to reveal Cinderella. Colorful. Plastic dome, metal base. 9¾" high, 7½" diameter. Each in attractive box.
1 doz. ctn. 20 lbs.

No. 307 MUSICAL TOP
4-tone reed. 4-color lithoed metal plunger type top. 9½" diameter, 8½" high.
1 doz. ctn. 11½ lbs.

No. 307A MUSICAL TOP
½ doz. ctn. 6 lbs.



No. 318 POPPIN' TOP
It POPS! as it spins! Continuous action with 8 balls jumping in all directions. Plunger type. Stands on poly base. Wooden knob. 10½" high, 8½" diameter. Brilliant colors. Each in self display pack.
1 doz. ctn. 16½ lbs.

No. 318B Each in chip board box
1 doz. ctn. 16½ lbs.

ONEIDA PREMIER melamine dinnerware

Oneida PREM.ER TRADE MARK

Elegant as fine silver . . . carefree as stainless — distinctive, beautiful, practical! Autumn Memory, dramatic in rich contrasting colors; the new Engagement, with azure blue border set off by blue and gold leaf design; Bright Morning, luxurious and delicate decorative border. All pieces are translucent, have satiny texture, distinctive fashion flair. Special ONEIDA Premier design shapes and two year guarantee.

No.	OPEN STOCK PIECES, DECORATED	Standard Pack	Price Each
0105	Dinner Plate, 10½ inches	12	$3.00
0119	Salad or Dessert Plate, 7⅝ inches	12	2.00
0124	Saucer, 6 inches	12	1.50
0116	Bread and Butter Plate, 6 inches	12	1.50
0502	Serving Platter, 12 inches	4	4.50
0505	Serving Platter, 15 inches	4	5.50
	OPEN STOCK PIECES, SOLID WHITE		
0207	Cup, 8 oz.	12	1.50
0235	Soup or Cereal Bowl	12	1.50
0254	Fruit or Dessert Dish	12	1.25
2211	Sugar Bowl with Cover	4	2.50
0220	Creamer	4	2.50
0360	Serving Dish, 10 inches	4	3.50
0380	Double Serving Dish, 10 inches	4	3.75

Prices shown are subject to regular trade discounts. Always specify Piece number and Pattern on Orders.
*Trade name of Oneida Ltd.
Prices effective July 1, 1961.

No. 9160
16-Piece Starter Set $19.95

Total Open Stock Price of this complete service $29.00

4 Dinner Plates
4 Cups
4 Saucers
4 Fruit Dishes

No. 9450
45-Piece Family Set $49.95

Total Open Stock Price of this complete service $89.00

8 Dinner Plates
8 Cups
8 Saucers
8 Salad Plates
8 Soup Bowls
1 Sugar Bowl
1 Sugar Bow Cover
1 Creamer
1 Serving Platter, 12"
1 Serving Dish

CREATED BY ONEIDA SILVERSMITHS

makers of distinctive tableware

HEIRLOOM* STERLING • COMMUNITY* SILVER PLATE
ONEIDACRAFT* STAINLESS

ONEIDA PREMIER melamine dinnerware

Oneida PREMIER TRADE MARK

Elegant as fine silver . . . carefree as stainless — distinctive, beautiful, practical! Winter Song in purest white; Coronation with classic simplicity; Enchanted Garden, reminiscent of ancient gardens. All pieces are translucent have satiny texture, distinctive fashion flair. Special design shape includes modified rim-coupe of flat pieces, practical, comfortable cup handle. ONEIDA Premier is guaranteed for two years.

Prices shown are subject to regular trade discounts.

No.		Standard Pack	Coronation Enchanted Garden Patterns Price Each	Winter Song Only Price Each
	OPEN STOCK PIECES, DECORATED			
0105	Dinner Plate, 10½ inches	12	$3.00	$2.95
0119	Salad or Dessert Plate, 7⅞ inches	12	2.00	1.50
0124	Saucer, 6 inches	12	1.50	1.10
0116	Bread and Butter Plate, 6 inches	12	1.50	1.10
0502	Serving Platter, 12 inches	4	4.50	3.75
0505	Serving Platter, 15 inches	4	5.50	4.75
	OPEN STOCK PIECES, SOLID WHITE			
0207	Cup, 8 oz.	12	1.50	1.50
0235	Soup or Cereal Bowl	12	1.50	1.50
0254	Fruit or Dessert Dish	12	1.25	1.25
2211	Sugar Bowl with Cover	4	2.50	2.50
0220	Creamer	4	2.50	2.50
0360	Serving Dish, 10 inches	4	3.50	3.50
0380	Double Serving Dish, 10 inches	4	3.75	3.75

Note: All pieces in Winter Song are plain white, undecorated. Always specify Piece number and Pattern on Orders.

No. 9160
16-Piece Starter Set

Winter Song	Other Patterns
$16.95	**$19.95**

Total Open Stock Price of this complete service
Winter Song $24.40 Other Patterns $29.00

4 Dinner Plates, 4 Cups, 4 Saucers, 4 Fruit Dishes

No. 9450
45-Piece Family Set

Winter Song	Other Patterns
$39.95	**$49.95**

Total Open Stock Price of this complete service
Winter Song $75.05 Other Patterns $89.00

8 Dinner Plates, 8 Salad Plates, 1 Creamer, 8 Cups, 8 Soup Bowls, 1 Serving Platter, 12", 8 Saucers, 1 Sugar Bowl, 1 Serving Dish, 1 Sugar Bow Cover

Prices effective July 1 1961

*Trade-marks of Oneida Ltd.

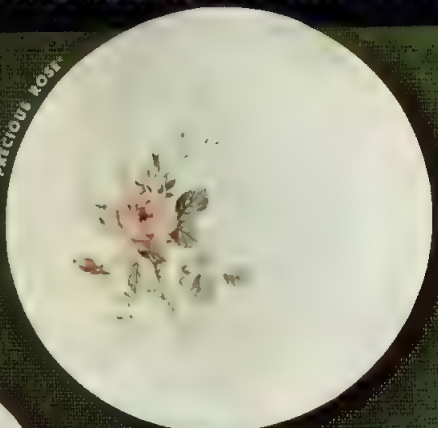
CREATED BY ONEIDA SILVERSMITHS

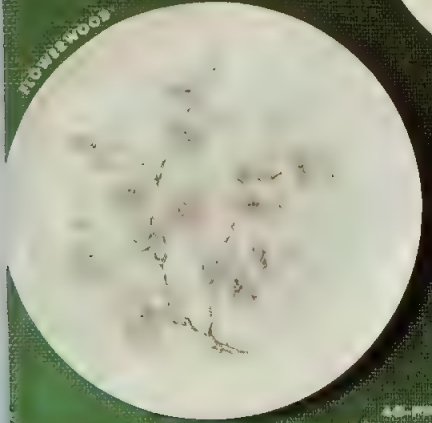
makers of distinctive tableware

ONEIDA STERLING • COMMUNITY PLATE • ONEIDA NICKEL SILVER

DELUXE MELAMINE DINNERWARE

Oneida
TRADE MARK





Two beautiful floral patterns . . . New Precious Rose has lovely rose spray — Flowerwood with blossoms of delicate pink. Both have white backgrounds. Accessory pieces in harmonizing pink. Edge sweep of coupe shape facilitates lifting and stacking. ONEIDA Deluxe Melamine Dinnerware is moderately priced, guaranteed for two years — is the result of the same exacting design goals, superior craftsmanship and pre-testing of patterns that created ONEIDA Premier.

No.	OPEN STOCK PIECES, DECORATED	Standard Pack	Price Each
0104	Dinner Plate, 10 inches	12	$2.50
0118	Salad or Dessert Plate, 7 inches	12	1.50
0504	Serving Platter, 14 inches	4	4.00
	OPEN STOCK PIECES, SOLID PINK		
0124	Saucer, 6 inches	12	1.00
0206	Cup, 7½ oz., (this piece in white only)	12	1.25
0234	Soup or Cereal Bow	12	1.25
0259	Fruit or Dessert Dish	12	1.00
2211	Sugar Bowl with white Cover	4	1.50
0290	Creamer	4	1.50
0360	Serving Dish, 10 inches	4	2.50
0380	Double Serving Dish, 10 inches	4	2.75

Prices shown are subject to regular trade discounts. Always specify Piece number and Pattern on Orders.
*Trade-marks of Oneida Ltd. Prices effective July 1, 1961

No. 9161
16-Piece Starter Set $14.95
Total Open Stock Price of this complete service $25.00
4 Dinner Plates, 4 Saucers, 4 Cups, 4 Salad Plates

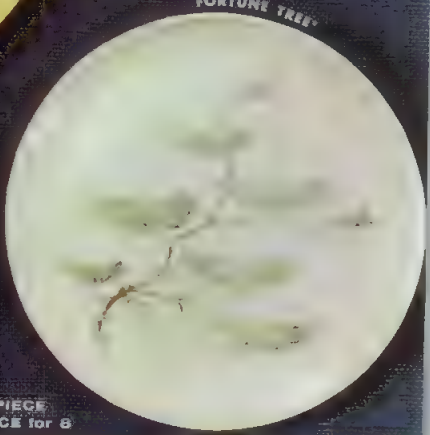
No. 9330
33-Piece Hostess Set $29.95
Total Open Stock Price of this complete service $48.00
6 Dinner Plates, 6 Salad Plates, 1 Sugar Bowl Cover, 6 Cups, 6 Soup Bowls, 1 Creamer, 6 Saucers, 1 Sugar Bowl

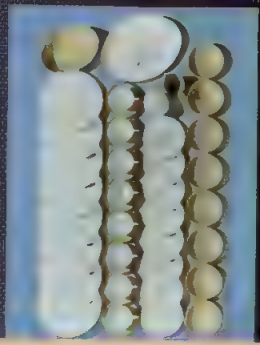
No. 9452
45-Piece Family Set $39.95
Total Open Stock Price of this complete service $69.50
8 Dinner Plates, 8 Salad Plates, 1 Creamer, 8 Cups, 8 Soup Bowls, 1 Serving Platter, 8 Saucers, 1 Sugar Bowl, 1 Serving Dish, 1 Sugar Bowl Cover

CREATED BY ONEIDA SILVERSMITHS
makers of distinctive tableware
HEIRLOOM* STERLING • COMMUNITY* SILVERPLATE
ONEIDA* STAINLESS

DELUXE MELAMINE DINNERWARE

Oneida
TRADE MARK





The new Lovely Day pattern is cheerful as a May morning, popular chanticleer motif — Fortune Tree has delightful design with Oriental feeling. Both are coupe shape, and were selected by American women in a popularity survey. Melamine, dinnerware's "miracle material," has remarkable resistance to breaking, chipping and cracking — all this at a moderate price with 2-year guarantee in ONEIDA Deluxe Melamine Dinnerware.

No.	OPEN STOCK PIECES, DECORATED	Standard Pack	Price Each
0104	Dinner Plate, 10 inches	12	$2.50
0118	Salad or Dessert Plate, 7 inches	12	1.50
0504	Serving Platter, 14 inches	4	4.00
	OPEN STOCK PIECES, SOLID COLORS (Lovely Day, Yellow) (Fortune Tree, Beige)		
0124	Saucer, 6 inches	12	1.00
0206	Cup, 7½ oz., (Fortune Tree only, White)	12	1.25
0234	Soup or Cereal Bowl	12	1.25
0252	Fruit or Dessert Dish	12	1.00
2211	Sugar Bowl with Cover	4	1.50
0290	Creamer	4	1.50
0360	Serving Dish, 10 inches	4	2.50
0380	Double Serving Dish, 10 inches	4	2.75

(Note: All Lovely Day pieces are in Yellow.)
Prices shown are subject to regular trade discounts

Always specify Piece number and Pattern on Orders.
Prices effective July 1 1961

No. 2161
16-Piece Starter Set $14.95
Total Open Stock Price of this complete service $25.00
4 Dinner Plates, 4 Saucers, 4 Cups, 4 Salad Plates

No. 9330
33-Piece Hostess Set $29.95
Total Open Stock Price of this complete service $48.00
6 Dinner Plates, 6 Salad Plates, 1 Sugar Bowl Cover, 6 Cups, 6 Soup Bowls, 1 Creamer, 6 Saucers, 1 Sugar Bowl

No. 9452
45-Piece Family Set $39.95
Total Open Stock Price of this complete service $69.50
8 Dinner Plates, 8 Salad Plates, 1 Creamer, 8 Cups, 8 Soup Bowls, 1 Serving Platter, 8 Saucers, 1 Sugar Bowl, 1 Serving Dish, 1 Sugar Bowl Cover

*Trade marks of Oneida Ltd

CREATED BY
THE [illegible]

OS

makers of distinctive tableware
[illegible] STERLING & COMMUNITY SILVERPLATE

the LINDBERG line®

PRESENTING Lindberg's NE

All cars are scaled from manufacturer's blue prints and specifications. Molded in high strength plastic for the most durability. These exacting detailed cars are painted in flat railroad colors, with correct road names and heralds. The automatic couplers are molded of Delrin® with metal springs. Each car is packaged in a clear plastic box that is designed to be used as a stack tray for storing car, or other HO equipment; and there are scaled to size figures with each car.

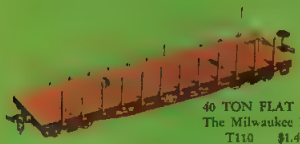
ROLLING STOCK

STEEL REFRIGERATOR CAR
Santa Fe Railroad
T116 $2.49

WOOD STOCK CAR
Great Northern Railway
T115 $1.98

STEEL BOX CAR
Chicago & Northwestern
T111 $1.98

HOPPER & COAL LOAD
Wabash Railroad
T113 $1.98



40 TON FLAT CAR
The Milwaukee Road
T110 $1.49

GONDOLA & COAL LOAD
Chicago & Northwestern
T112 $1.98

T157—
T158—
T117—

BUY LINDBERG "HO" ROLLING STOCK FOR THE FI

the LINDBERG line®

ESTABLISHED SINCE 1933

ready to run..

HO

by Paul Lindberg

NEW

dramatic train sets
and rolling stock

LINDBERG PRODUCTS, INC., SKOKIE, ILL.

EXCITING READY TO RUN "HO" LINE...

Train Set includes — EMD 600 Switcher and Caboose of specified road. Plus Steel Box Car, Steel Refrigerator Car, Gondola with coal load, Tank Car, 40 ton Flat Car with load, 12 pieces of curved track, 1 straight terminal section, 1 rerailer section. Complete set is packaged in a beautiful full color gift box.

A CHOICE OF THREE DIFFERENT ROADS — 6 CARS AND SWITCHER

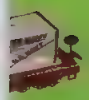
1102—CHICAGO & NORTHWESTERN
1104—ATCHISON TOPEKA & SANTA FE ..... **$19.95** per set
1106—BALTIMORE & OHIO

Train Set includes — EMD 600 Switcher and Caboose of specified road. Plus Steel Box Car, Gondola with coal load, 40 ton Flat Car with load, 12 pieces of curved track, 1 straight terminal section, 1 rerailer section. Complete set is packaged in a beautiful full color gift box.

A CHOICE OF THREE DIFFERENT ROADS — 4 CARS AND SWITCHER

1101 CHICAGO & NORTHWESTERN
1103— ATCHISON TOPEKA & SANTA FE . . . . **$14.95** per set
1105 BALTIMORE & OHIO

TANK CAR
Mobilgas
T114 $2.49



CAR & LOAD
Island
$2.49

OSE
eka & Santa Fe
Ohio
orthwestern
ach

EMD SW 600 SWITCHER - a modeler's dream

Completely molded in Du Pont Delrin® for greater strength, heat resistance and intricate authentic detailing. Painted in authentic railroad colors with names and heralds. Scaled from manufacturer's blue prints and NMRA specifications are followed throughout. Headlights operate plus scale figures of engineer and fireman are included. Packaged in a clear plastic box that can be used as a stack tray for storing HO equipment. Many more "plus features" are explained on back page.

A CHOICE OF
THREE DIFFERENT ROADS

L101—CHICAGO & NORTHWESTERN
L151—ATCHISON TOPEKA & SANTA FE
L152—BALTIMORE & OHIO

$8.95 each

LINDBERG FREIGHT CAR TRUCKS ARE THE BEST

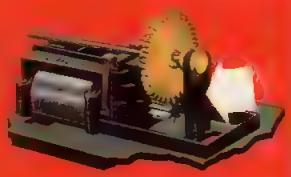
Needle point precision steel axles ride in self lubricating Du Pont Delrin® bearings, giving free action to the wheels. The minutely detailed precision engineered Delrin® trucks are non-shorting with bolsters that cannot bind. Tempered steel springs of correct strength provide proper floating action to a freight car, plus less derailing. Don't throw away the clear plastic box that trucks are packaged in. It is great for storing those small HO parts.

T150 50c pair

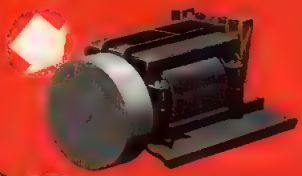
LINDBERG PRODUCTS, INC.
8050 N. MONTICELLO
SKOKIE, ILLINOIS

OUTSTANDING FEATURES OF THE Lindberg LOCOMOTIVE

REDUCTION SHAFT FOR POWERFUL STEADY LOW SPEED.



SNAP-OUT WHEEL ASSEMBLY WITH NEEDLE-POINT AXLES IN METAL BEARINGS FOR EASY MAINTENANCE.



HEAVY FLYWHEEL GIVES SMOOTH POWER, SIMULATING ROLLING STOP OF LIFE SIZE LOCOMOTIVE.

ALL METAL DRIVE CENTRALLY LOCATED FOR FREE SWIVEL ACTION OF TRUCK.

WEIGHTED TRUCKS FOR LOW CENTER OF GRAVITY. MOLDED SIDE FRAMES OF AUTHENTIC SHARP DETAILING.

the LINDBERG line®
ESTABLISHED SINCE 1933

SCALED FROM MANUFACTURER'S BLUE PRINTS & SPECIFICATIONS

PHILCO

Famous for Quality the World Over

CLOCK RADIOS and TABLE RADIOS

Choose a new decorator inspired and fashion coordinated Philco radio to accent your room's decor. Their performance-proven, space-age, solid copper circuitry and advanced design electronic components assure unmatched listening enjoyment and long dependable service.

NEW SPARKLE-STYLED CLOCK RADIO WITH ALL AUTOMATIC CONVENIENCES

Here's a clock radio that does almost everything but make the beds. The fully automatic timer turns the set on, sounds an alarm, turns on any appliance plugged into the receptacle on the back . . . even can be reset to automatically reawaken you after an extra "40 Winks." For night-time use, a sleep timer will gently fade the music off up to an hour after you go to bed. Sensitive radio has 5 tubes including rectifier tube and powerful wide range speaker and Magnecor antenna. Plays on AC only. Finished cabinet dimensions: 7¾" high, 14¼" wide, 5½" deep. Weighs 5 lbs., 5 oz.

34K026B 2997 Beige. . . . . Retail $39.95

ANTIQUE CHARM THAT'S TOMORROW NEW

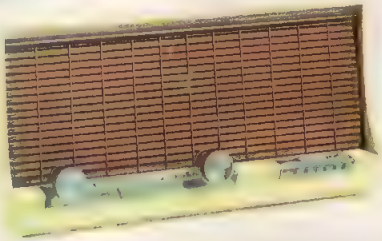
Antique White front highlighted by Champagne Gold trim and raised oval clock crystal creates an aura of yesteryear. Clock has luminous hands. Convenient sleep timer plays the radio up to an hour, then fades music off. Wake up timer starts the radio and sounds an alarm. Plays as radio only. Pushbutton on finished cabinet top starts the "40 Winks" timer to reawaken you. Plays on AC only. 7½" high, 11⅜" wide, 4⅛" deep. Weighs 3 lbs., 9 oz.

34K024B 2730 White & Pink . Retail $34.95
34K025B 2730 White & Beige Retail 34.95

EXCITING NEW TWIN SPEAKER AM RADIO

Philco's leadership in radios is evident at every angle from the dramatic, new twin mounted 4" speaker enclosures to the smart, compact tuner compartment base. Famous Philco radio has 5 tubes including rectifier tube to pull in stations from near or far. Illuminated slide rule dial and precision vernier tuning makes station selection quick, accurate. 7" high, 12¾" wide, 4½" deep. Weighs 8 lbs., 13 oz. Plays on AC or DC. Fully molded cabinet.

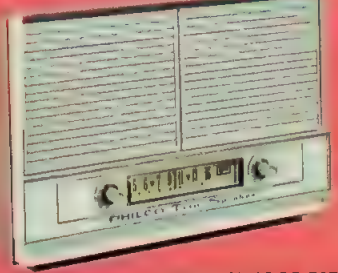
34K023B 2697 Ivory Retail $34.95



CLASSICALLY BEAUTIFUL TWO SPEAKER AC-DC RADIO

Powerful 5 tube, including rectifier tube, radio in a delightful new finished cabinet. Pulls in all the dial and delivers room filling twin speaker tone. Sleek aluminum slide rule tuning dial sets off the twin aluminum control knobs. 7¾" high, 14½" wide, 5½" deep. Weighs 4 pounds, 11 ounces. Plays on AC or DC.

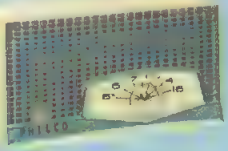
34K021B 2297 Charcoal. . . . . Retail $29.95
34K022B 2297 Mocha . . . . . Retail 29 95



COLONIAL INSPIRED TWIN SPEAKER AC-DC RADIO

A touch of Champagne Gold on Antique White with contrasting finished back makes this powerful radio with 5 tubes including rectifier tube, a decorator's delight. Sensitive loop aerial pulls in even the distant stations. Twin 4" speakers fill the room with brilliant tone 7·⅛" high, 11⅜" wide, 4¼" deep. Weighs 3 lbs., 1 oz.

34K019B 2097 White & Mocha . Retail $26 95
34K020B 2097 White & Aqua Retail 26.95



NEW COMPACT AC-DC RADIO VALUE

An outstanding combination of luxury styling and superb radio performance at an amazingly low price! Famous quality Philco radio chassis has 5 tubes including rectifier tube and powerful 4-inch round speaker with exceptional tone and clarity. An extra-sensitive built-in long distance loop antenna assures clear reception of your favorite stations. A fan-shaped tuning dial in Lustre Ivory is set into the grille. Cabinet measures 8⅛" high, 12" wide and 4½" deep. Weighs 3 pounds, 1 ounce. Plays on AC or DC

34K018B 1597 Blue . . . . . Retail $19.95

"our man at the party" reports NEWS comments on the versatile new Play-Doh®

PAT APPLIED FOR

Play-Pak

PAT APPLIED FOR TRADE MARK

playing • learning • sharing

"a truly popular concept in modeling fun."
"basic play value called for by parents and teachers."
"... perfect play set for baby sitters."

PD-400
Sugg. Ret.....$3.00
Table cover, 4 cans Play-Doh, 6 unbreakable cookie cutters, 4 art cards, 8 modeling tools rolling pin and trimmer. "Play 'n Learn" Instruction Book.

PLAY-DOH PRODUCTS ARE DEMONSTRATED TO SCHOOL TEACHERS AT THE NATIONAL EDUCATION ASSN. AND THE ASSN. FOR CHILDHOOD EDUCATION INTERNATIONAL.

"our man on the farm" quotes the local tabloids...

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A "natural" production unit for parties . . . home playtime . . . and in the kindergarten and Bible School.

PD-850 . . . Deluxe Set . . . Sugg. Ret. $6.00
New Forge Press toymolder with 6 molds to make 10 figures . . . farm family and animals. Four cans Play-Doh; book of modeling ideas. Display-gift box.

PD-750 . . . Sugg. Ret. $4.00
Forge Press toymolder; one can Play-Doh; 3 molds to make 6 figures . . . farm animals. Book of modeling ideas. Display-gift box.

"our man in the store" makes NEWS HEADLINES for '62

FLASH! NEW DEALER AIDS... HOT OFF THE PRESS

counter card
window streamers
TV films
selling tips
mats and electros
glossies

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Shaefer Lussier Associates
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Hopkins, Minn.

Coomey & King
2253 Peachtree St.
Atlanta 9, Ga.

Sidney L. Lee Co
58 2nd St.
San Francisco 5, Calif.

Ree Ron Sales, Inc
14-121 Merchandise Mart
Chicago 54, Ill.

W. B. Stowers & Assoc
3552 Dallas Trade Mart
Dallas 7, Texas

Sidney L. Lee Co.
719 S. Los Angeles Street
Los Angeles, Calif

International Games of Canada Ltd.
240 8th St
New Toronto, Ontario Canada

RAINBOW CRAFTS, INC., CINCINNATI 12, OHIO Phone: ELmhurst 1-5900

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PD-650 . . . Master Plan Fun Factory . . . Sugg. Ret. $7.95
The ultimate in long-range play value! Consumer mail promises unlimited demand for this set with Fun Factory, 30 dies including 12 basic shapes plus 3 new sets of 6 dies each to make PLANES • TRAINS • BOATS! Four cans Play-Doh, Layout map of Play-Doh Town; plastic table cover; illustrated book of modeling ideas.

PD-550
Sugg. Ret. $5.00
Factory with 4 cans Play-Doh; 12 dies; book of ideas. Gift box.

PD-350
Sugg. Ret. $3.00
Factory with 1 can Play-Doh; 4 basic dies; book of ideas. Gift box.

NEWS . . AND INFORMATION FROM "THE PLAY-DOH PEOPLE"
ROOM 724, HOTEL NEW YORKER AND MURRAY GILBERT, INC.—RM. 1005, 200 FIFTH AVENUE BUILDING
RAINBOW CRAFTS, INC. CINCINNATI 12, OHIO

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brings you

NEWS!

from the Play-Doh® people

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NEW!

AMERICA'S FAVORITE modeling compound!

PD-259 . . . basic staple FOUR-PAK (Sug. Ret.) $1.00

All dressed up in a new fresh look . . . the famous Four-Pak is your best-selling modeling material! Four basic colors . . . new plastic lids . . . ALCOA foil protection. Clean, non-toxic; used in homes and schools.

FOUR-PAK designed to PRE-SELL the popular Fun Factory Toy Extruder Sets.

NEW!

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Eye-catching space-saver POINT-OF-SALE Display Shipper FREE with every dozen FOUR-PAKS.

COMMENDED by PARENTS MAGAZINE

ON DEALERS' COUNTERS on TV in '62

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200 5th Ave
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Shaefer Lussier Associates
P.O. Box 386
Hopkins, Minn.

Coomey & King
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Atlanta 9, Ga.

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EXCLUSIVE
Play-Doh® cookie cutters
6 NEW DESIGNS
UNBREAKABLE

4 art cards
TO MAKE YOUR OWN HANG-UP PICTURE PLAQUE

PROTECTIVE
table cover
DIVIDED PLAY AREAS
Play-Doh
TEACHES SHARING AND GROUP PLAY

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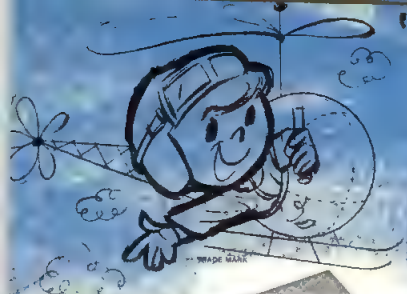

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FAMOUS PYRO QUALITY

Every Kit an Outstanding Value at... $2.98 EACH

C-328
AMERICAN CUP RACER

An authentic copy of the famous racing schooner that participated in the races from New York to Bermuda. The kit is molded in authentic white, tan and black — with full vacuum formed sails crew members anchor chain — thread for rigging and full illustrated instruction sheet.

Size: 17" hull, 20" overall
Packing: Individually boxed,
½ doz. to shipping carton
Weight: 8 lbs.

$2.98
SUGGESTED RETAIL

C-374
Japanese FISHING BOAT

Authentic scale model of this rugged "workhorse" of the Japanese fishing navy . . . that made its appearance after World War II — and has been seen in every major fishing area of the world. The realistic all plastic hobby kit comes complete with over 93 easy to assemble parts. Includes easy to follow, step-by-step instructions.

Size: 15" hull
Packing: Individually boxed,
½ doz. to shipping carton
Weight: 7¾ lbs.

$2.98
SUGGESTED RETAIL

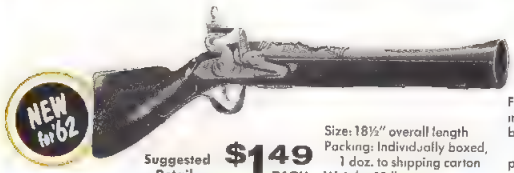
C-207
The Despatch No. 9 DIESEL TUG BOAT

Just like the sea-going tugs that operate around the Golden Gate. Complete with thread for rigging, anchor chain and display stands.

Size: 14" hull
Packing: Individually boxed,
½ doz. to shipping carton
Weight: 7¾ lbs.

$2.98
SUGGESTED RETAIL

FULL SIZE HISTORIC FIRE-ARMS

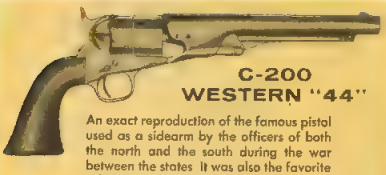


Suggested Retail: **$1.49** EACH

Size: 18½" overall length
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 11 lbs.

C-228
BLUNDERBUS

Full size (18½") model of the pirates' favorite weapon! This intriguing Pyro gun model has plastic simulated wood and brass metal parts. It features all the intricate ornamentation copied exactly from the flamboyant prototype. Working parts include movable trigger & hammer and removable ramrod. Kit includes a wall bracket and name plate.

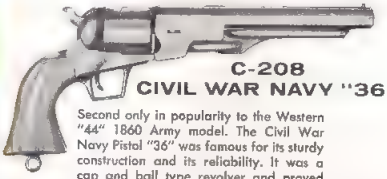


C-200
WESTERN "44"

An exact reproduction of the famous pistol used as a sidearm by the officers of both the north and the south during the war between the states. It was also the favorite sidearm used in the west after the war. The hammer, trigger and shell rammer are actually moving parts.

Size: 14" long model
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7½ lbs.

$1.29
Suggested Retail:



C-208
CIVIL WAR NAVY "36"

Second only in popularity to the Western "44" 1860 Army model. The Civil War Navy Pistol "36" was famous for its sturdy construction and its reliability. It was a cap and ball type revolver and proved very popular among the early western settlers and cowboys.

Size: Full size — 14"
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7½ lbs.

Suggested Retail: **$1.29**

C-203
The YORKTOWN

A reproduction of an early American dueling pistol. Usually collected in matched sets.

Size: 14" long
Color: Mahogany and gun-metal
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7¼ lbs.

$1.29
Suggested Retail:

C-205
SPECIAL 8 ANTIQUE PISTOL ASSORTMENT

2 Peacemaker "45", 2 Western "44", 2 Civil War Navy "36", 1 Bunkerhill, 1 Buccaneer, 1 Yorktown, 1 Privateer, 2 Derringer — Pepperbox.
Packing: Individually boxed. 1 doz. to shipping carton.
Weight. 7½ lbs.

C-201
The BUCCANEER

Authentic copy of the "swashbuckling" pistol used during buccaneer days.

Size: 10½" long
Color: Light oak and gun-metal
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7 lbs.

$1.29
Suggested Retail:

C-195 Frontiersman KENTUCKY RIFLE

Big Full Size
4 ft. 5 in.

Authentic replica of the long rifle used by such famous frontiersmen as Davy Crockett, Daniel Boone, and Lewis and Clark. Kit contains all the necessary parts to make a full size Kentucky Rifle. For authenticity the hammer, trigger, frizzen, and patch cover are moving parts.

Packing: Individually boxed, ½ doz. to shipping carton
Weight 12 lbs

$3.98
Suggested Retail.

...the first model bought brings customers back for the other guns in this collection

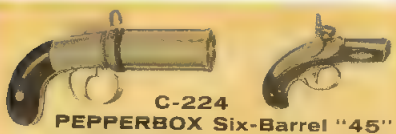
C-227
MIQUELET LOCK PISTOL

Here's a brand new Pyro pistol kit that's an absolute masterpiece in authentic "gunsmith" detailing. It's a full size working model with realistic movable parts — an exact replica of the famous Arabian lock pistol that was used in Spanish Morocco, between 1610 and 1875. Many guns of this type are still being used today!

Size: 21" overall length
Packing: individually boxed, 1 doz. to shipping carton
Weight: 6½ lbs.

$1.29 Suggested Retail.

NEW for '62



C-224
PEPPERBOX Six-Barrel "45" DERRINGER Cap & Ball "41"

Cash in on the National Civil War Centennial Promotion with these full size Civil War Period Pistols.

Size: Pepperbox — 8½" long
Derringer — 5½" long
Packing: 2 pistols in one box, 1 doz. boxes to shipping carton
Weight: 8 lbs.

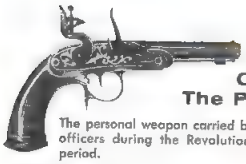
$1.29 Suggested Retail.

C-231
PEACEMAKER "45"

This is the fabulous Peacemaker "45" in a hobby kit that is an absolute masterpiece in authentic detailing. Every gun collector will want this exact replica of the famous 1870 "45," 6 shot revolver. Full size — a big 11" long. Molded in simulated ivory and blue steel

Size: 11" long
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7 lbs.

$1.29 Suggested Retail:



C-202
The PRIVATEER

The personal weapon carried by colonial officers during the Revolutionary War period.

Size: 10½" long
Color: Rosewood and gun-metal
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7 lbs.

$1.29 Suggested Retail:

C-204
The BUNKER HILL

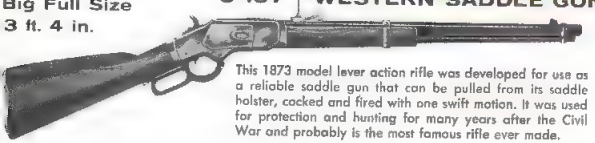
A personal weapon usually inlaid with gold and carried by early American "Dandies" for dress occasions

Size: 14" long
Color: Black, walnut, and gun-metal
Packing: Individually boxed, 1 doz. to shipping carton
Weight: 7½ lbs.

$1.29 Suggested Retail:

Big Full Size
3 ft. 4 in.

C-197 | WESTERN SADDLE GUN



This 1873 model lever action rifle was developed for use as a reliable saddle gun that can be pulled from its saddle holster, cocked and fired with one swift motion. It was used for protection and hunting for many years after the Civil War and probably is the most famous rifle ever made.

Packing: Individually boxed, ½ doz. to shipping carton
Weight: 10 lbs.

$2.98 Suggested Retail.

2 more proven sellers in PYRO's

CREATIVE DESIGN SERIES

The Hobby that Multiplies [illegible]

DESIGN-A-PLANE

Designs over 4,000 Jet Fighter Planes

A sales sensation...the plastic hobby kit that makes skilled aeronautical designers out of your customers. Builds over 4,000 experimental models as well as scale replicas of world-famous jet fighters. Complete kit of interchangeable snap-together parts builds models with up to 14" wingspans.

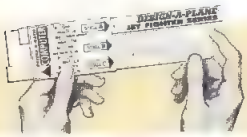
$3.98 suggested retail

DESIGN-A-CAR

Designs over 25,000 cars

Cash in on the custom car hobby trend with modelers of all ages. Interchangeable parts, which need no glue, include authentic scale and detail fenders, doors, wind shields, grilles, etc. many parts "chrome-plated" for realism. Actually permits design and construction of more than 25,000 different models in sizes up to 14 inches.

$6.98



Here's the remarkable "DESIGN-A-MATIC" computer (included with each of the above kits) that shows how to design and build thousands of experimental or futuristic models as well as scale replicas of actual cars and planes.

PYRO PLASTICS CORPORATION • PYRO PARK, UNION, NEW JERSEY

SHOWROOMS: NEW YORK, 200 FIFTH AVENUE • CHICAGO 1411 5MERCHANDISE MART PLAZA • BOSTON, 300 SUMMER STREET

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SWEET BETSY McCALL'S COSTUMES

TAMMY'S OUTFITS

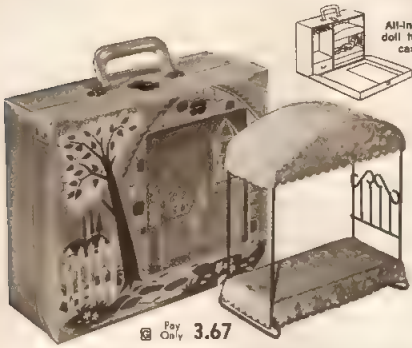
C
Pay Only
2.17

D
Pay Only
4.27

E
Pay Only
4.27

Fashionable dolls

DESIGNED TO CAPTURE LITTLE GIRLS' HEARTS



G Pay Only 3.67

A HORSMAN'S 15-IN "RUTHIE" DOLL WITH ROOTED PONY-TAIL

Her sweet expression is designed to captivate almost any girl! 15-in. Ruthie is so life-like with her rooted hair in a ponytail, and glassine long-lashed sleeping eyes. Soft vinyl plastic with fully jointed arms and legs movable head. Each finger and toe is distinct, and she has clearly defined knuckles and nails. Wears a cotton dress with pinafore, knit panties, rayon socks, vinyl shoes.
82-0225 A—Wt. 2 lbs..Pay Only 2.88

B WALKING BETSY McCALL DOLL—AND HER SEPARATE WARDROBES

Betsy McCall Doll. A perfect little personality right out of McCall's magazine! This well-groomed beauty gives hours of pleasure because she'll walk with you wherever you go—just take her hand and lead her. Legs, knees, and arms are jointed. Sits, kneels and her rooted Saran hair can be washed, combed, and brushed! Her long-lashed eyes open and close. 8-in. Betsy is made of molded vinyl with a bisque-like finish. She's dressed in a dainty flocked nylon chemise, shoes, socks. Order complete outfits at right.
82-0464 A—Wt. ½ lb..Pay Only 1.57

Betsy McCall Costumes. See pictures [1] to [8] for ensembles. All feature careful tailoring, pretty colors, and accessories. Items sold in pairs count as one (as shoes) ½ lb.

Stock No.	Key	Outfit Name	Only
82-1223 A	1	5-Pc. Recess	1.17
82-1483 A	2	3-Pc. Ballerina	1.47
82-1280 A	3	3-Pc. Prom Time	1.47
82-1272 A	4	5-Pc. Birthday	1.47
82-0571 A	5	4 Pc. Apr. Shower	1.17
82-1413 A	6	5-Pc. Bon Voyage	1.47
82-0563 A	7	2-Pc. Pajama	77¢
82-1231 A	8	3-Pc. TV Time	1.17

C IDEAL'S 12-IN. "TAMMY" DOLL—AND HER SEPARATE WARDROBES

"Tammy" Doll. A lovely little friend for any girl! Tammy is a teen-age doll who just loves clothes! She's lots of fun because her shining hair is firmly rooted and can be combed, brushed, and set. She's fully jointed so she can assume many realistic positions. "Tammy" wears a pretty 2-pc lingerie outfit with strapless top, full skirt, and matching panties all lace-trimmed. Stands 12 in. high.
82-1538 A—Wt. 1 lb..Pay Only 2.17

"Tammy's" Costumes. See pictures [1] to [5] for complete ensembles for Tammy. Number of pieces (counting appropriate accessories) stated with pair counting as one. ½ lb.

Stock No.	Key	Outfit Name	Only
82-1553 A	1	4-Pc. School Daze	1.47
82-1751 A	2	5-Pc. Dress Suit	2.84
82-1678 A	3	3-Pc. Raincoat	1.77
82-1611 A	4	4-Pc. Cheerleader	2.17
82-1702 A	5	3-Pc. Sports Set	1.77

D HORSMAN'S 20-IN "RUTHIE" DOLL IN NURSE OUTFIT

"Ruthie" to the rescue in her adorable nurse outfit! Sure to be any little girls' favorite! Made of vinyl plastic with fully jointed arms and legs, movable head. Pretty hair is firmly rooted in a curly hairdo—may be combed, brushed, set! Life-like fingers and toes have clearly defined knuckles, nails. Sleeping glassine eyes have long lashes. Dressed in an embossed cotton nurse outfit with cap and flannel cape, knit panties, rayon stockings, vinyl shoes. 20 in. tall.
82-0241 A—Wt. 1½ lbs....Only 4.27

E HORSMAN'S 20-IN "RUTHIE" DOLL WITH LONG CURLY HAIR

So precious and appealing—ready for school in her sweater and skirt! Lovely 20-in. doll of washable vinyl plastic—arms and legs are fully jointed, head turns. Each finger and toe is distinct, and she has clearly defined knuckles and nails. Soft pretty hair is firmly rooted, styled in a permanently curly hairdo. Sleeping glassine eyes have long lashes. Dressed in a smart sweater and simulated corduroy skirt. Also wears knit panties, rayon stockings, vinyl shoes.
82-0233 A—Wt. 1½ lbs.....Only 4.27

F DOLL HOUSE TRUNK—DOLL'S BEDROOM AND WARDROBE ALL-IN-ONE

Now Betsy McCall has her own doll-sized doll house trunk that's bedroom and wardrobe all in one handy portable case! It's the perfect accessory for doll [B]. Front lid has big window so you can see your doll on the removable, canopied doll bed with vinyl dust ruffle. Opens to reveal her bedroom, wardrobe with hangers, and accessory drawer. Colorful "wall printing," decorative finish on bedspread and metal bed. Holds up to an 8-in doll. Trunk 14 x 6 x 12 in. high.
87-1541 A—4½ lbs....Pay Only 3.67

H Pay Only 3.67

H HORSMAN'S 15-IN. "RUTHIE" DOLL WITH WARDROBE

Petite "Ruthie" with a fashionable wardrobe! She's made of soft vinyl plastic—fully jointed arms and legs let her strike various natural poses, her movable head can be tilted and turned. Pretty hair rooted in a curly style hairdo. Long lashed glassine eyes open and close. Dressed in a pert cotton slack outfit and vinyl shoes. Her smart wardrobe includes a pretty dress, "fur-trimmed" coat and hat, purse. She also has comb, brush, mirror, scissors, hangers, and curlers for her hair.
82-0555 A—Shipping weight 2 lbs.....Pay Only 3.67

J Pay Only 8.88

J IDEAL'S SHIRLEY TEMPLE DOLL WITH TV WARDROBE

Lovable 12-in. doll made of washable unbreakable vinyl! Golden rooted Saran hair can be washed and set. Fully jointed arms and legs, a movable head, and sleeping eyes. Wardrobe includes a school dress, sunglasses, party dress, simulated pearl necklace, raincoat with knitted collar, hat, pocketbook, 2-pc. lounging outfit, lingerie, and a hair-bow.
82-1793 A—Set. Shpg. wt. 3 lbs.....Pay Only 8.88

BETSY McCALL

Pay Only
7.77
A

Pay Only
5.88
B

LOVELY DOLLS
TO LOVE AND
CHERISH

C
BALLERINA
Doll Plus Clothes
8.88

B
Pay Only
7.88

B
Pay Only
10.77

B
Pay Only
6.88

660

Darling Dolls at Budget Prices!

A 20-IN BETSY MC CALL DOLL
Lovable Betsy is a life-like sub-teenager! She can pose in many positions—even stand on one leg! Made of molded plastic with soft vinyl head, jointed waist, hips, thighs, ankles, shoulders, and wrists. Rooted Saran hair Sleeping glassine eyes. Wears a blue cotton dress with a white organdy pinafore, white panties, socks, and black patent shoes. 20 in. tall.
82-2627 A—Shpg. wt. 3½ lbs.....Only **7.77**

B LOVELY 20 IN "SWEET SUE" DOLL
All set for a party in her lovely full-length gown! Made of plastic with soft vinyl head—fully-jointed arms, head, and legs. Glassine eyes open and close—long rooted hair can be washed, combed, and curled. Gown has plaid taffeta skirt, black velvet bodice, and white chiffon sleeves. She wears red high heels, stands 20 in. tall.
82-2635 A—Shpg. wt. 1½ lbs.....Only **5.88**

C WALKING BALLERINA WITH WARDROBE
Graceful 20 in. ballerina doll has clothes to take her everywhere! Jointed at neck, shoulder, knees, and ankles—pivot waist! Soft vinyl head with eyes that open, close—rooted hair Wardrobe includes ballet outfit, shoes, panties, leotards, evening gown, stole, crinoline, slacks, coat.
82-2759 A—Shpg. wt. 3 lbs.....Only **8.88**

D LIFELIKE 32-IN WALKING DOLL
A charming toddler who's just looking for a mommy to take her walking! Soft vinyl head has eyes that open and close, long rooted hair in cute pony tail. Fully-jointed plastic body with movable head. Dressed in red cotton pique dress with white pinafore, panties, socks, and plastic shoes.
82-2601 W—Shpg. wt. 5 lbs.....Only **7.88**

E HORSMAN'S 36-IN. PRINCESS PEGGY
Life-sized Peggy likes nothing better than going for a stroll with her mommy! Made of unbreakable plastic with a fully-jointed body. Soft vinyl head turns in any direction for added realism, has long rooted hair. Long-lashed glassine eyes open and close. Dressed in a red dress with white pinafore, panties, socks, and shoes. Wears children's size 3 clothes—will delight any girl!
82-2700 W—Shpg. wt. 9 lbs.....Only **10.77**

F HORSMAN'S "DRINKEE WALKER" DOLL
As cuddly as a real baby! She's the only doll that drinks from a life-size baby bottle, wets, and walks! Her body is durable plastic—fully-jointed, she walks when you lead her! Soft vinyl head has glassine eyes that open and shut, and rooted hair cut in realistic "pixie" style. "Drinkee Walker" wears pink and white checked cotton flannel sleepers and carries her own plastic bottle. She's 28-in. tall, wears children's size 1 clothes.
82-2718 W—Shpg. wt. 5 lbs.....Only **6.88**

G BRIDE DOLL, WARDROBE, AND TRUNK
So glamorous every little girl will want her! Beautiful 15-in. bride has molded plastic body with movable arms, legs, head. Soft vinyl head with movable eyes, rooted brown hair in bouffant style. She wears white satin bridal dress with flocked lace overskirt and jacket, lace-trimmed net veil, high heels, crinoline, and panties. Her honeymoon wardrobe includes pajamas, housecoat, nightie, jacket dress, sun dress, shoes, 3-pc luggage set, and hair accessories. In cardboard wardrobe trunk with carrying handle.
82 3062 A—Shpg. wt. 4½ lbs.....Only **6.43**

J 11-IN. "POLLY PLAY PAL" DOLL
A live-action charmer to delight any little girl! Plastic body has 14 movable joints—can assume any human position! Provides hours of amusement! Soft vinyl head with lifelike features and rooted brown hair Polly wears green leotard play suit. Wardrobe of ballet dress and slippers, strapless dress and stole, sundress, "leopard-skin" slack suit, duster, lingerie, shoes, and hat. 11 in. tall. 1½ lbs.
82-3005 A—Doll with wardrobe...Only **5.43**
82-3013 A—Doll only with play suit.....**2.63**

K "ADORABLE JO-ANN" 20-IN. BRIDE
She's the most beautiful bride you've ever seen! Made of plastic with soft vinyl head—fully-jointed arms, legs, and head. Long-lashed glassine eyes open and close. Rooted Saran hair styled in short curly bob. Her lovely dress is made of white satin and trimmed with sheer lace. Highlighted with a lace-trimmed net veil and delicate bridal bouquet. Also wears crinoline, panties, high heels. 20 in. tall.
82-2254 A—Shpg. wt. 2 lbs .....Only **3.63**

Everyone's buying Beautiful dolls with
CREDIT COMMAND!
See page 789 for details

the LINDBERG line®

ESTABLISHED SINCE 1933

ready to run...

HO

by Paul Lindberg

NEW dramatic train sets and rolling stock

LINDBERG PRODUCTS, INC., SKOKIE, ILL.

the LINDBERG line®

PRESENTING Lindberg's NE

All cars are scaled from manufacturer's blue prints and specifications. Molded in high strength plastic for the most durability. These exacting detailed cars are painted in flat railroad colors, with correct road names and heralds. The automatic couplers are molded of Delrin® with metal springs. Each car is packaged in a clear plastic box that is designed to be used as a stock tray for storing car, or other HO equipment; and there are scaled to size figures with each car

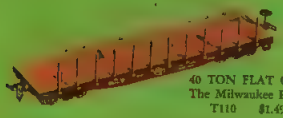
ROLLING STOCK

STEEL REFRIGERATOR CAR
Santa Fe Railroad
T116 $2.49

WOOD STOCK CAR
Great Northern Railway
T115 $1.98

STEEL BOX CAR
Chicago & Northwestern
T111 $1.98

HOPPER & COAL LOAD
Wabash Railroad
T113 $1.98



40 TON FLAT CAR
The Milwaukee Road
T110 $1.49

GONDOLA & COAL LOAD
Chicago & Northwestern
T112 $1.98

T157—
T158—
T117—

BUY LINDBERG "HO" ROLLING STOCK FOR THE FI

EXCITING READY TO RUN "HO" LINE...

Train Set includes — EMD 600 Switcher and Caboose of specified road. Plus Steel Box Car, Steel Refrigerator Car, Gondola with coal load, Tank Car, 40 ton Flat Car with load, 12 pieces of curved track, 1 straight terminal section, 1 rerailer section. Complete set is packaged in a beautiful full color gift box.

A CHOICE OF THREE DIFFERENT ROADS — 6 CARS AND SWITCHER

1102—CHICAGO & NORTHWESTERN
1104—ATCHISON TOPEKA & SANTA FE
1106—BALTIMORE & OHIO

$19.95 per set

Train Set includes — EMD 600 Switcher and Caboose of specified road. Plus Steel Box Car, Gondola with coal load, 40 ton Flat Car with load, 12 pieces of curved track, 1 straight terminal section, 1 rerailer section. Complete set is packaged in a beautiful full color gift box.

A CHOICE OF THREE DIFFERENT ROADS — 4 CARS AND SWITCHER

1101 CHICAGO & NORTHWESTERN
1103—ATCHISON TOPEKA & SANTA FE
1105—BALTIMORE & OHIO

$14.95 per set

TANK CAR
Mobilgas
T114 $2.49

.T CAR & LOAD
k Island
$2.49

OOSE
opeka & Santa Fe
t Ohio
Northwestern
each

EMD SW 600 SWITCHER - a modeler's dream

Completely molded in Du Pont Delrin® for greater strength, heat resistance and intricate authentic detailing. Painted in authentic railroad colors with names and heralds. Scaled from manufacturer's blue prints and NMRA specifications are followed throughout. Headlights operate plus scale figures of engineer and fireman are included. Packaged in a clear plastic box that can be used as a stock tray for storing HO equipment. Many more "plus features" are explained on back page

A CHOICE OF
THREE DIFFERENT ROADS

L101—CHICAGO & NORTHWESTERN
L151—ATCHISON TOPEKA & SANTA FE
L152—BALTIMORE & OHIO

$8.95 each

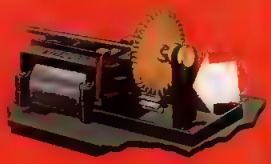
LIONEL'S FREIGHT CAR TRUCKS ARE THE BEST

Needle point precision steel axles ride in self lubricating Du Pont Delrin® bearings, giving free action to the wheels. The minutely detailed precision engineered Delrin® trucks are non-shorting with bolsters that cannot bind. Tempered steel springs of correct strength provide proper floating action to a freight car, plus less derailing. Don't throw away the clear plastic box that trucks are packaged in, it is great for storing those small HO parts

T150 50c pair

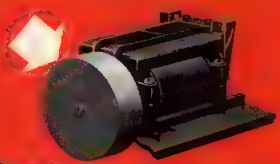
LINDBERG PRODUCTS, INC.
8050 N. MONTICELLO
SKOKIE, ILLINOIS

OUTSTANDING FEATURES OF THE Lindberg LOCOMOTIVE



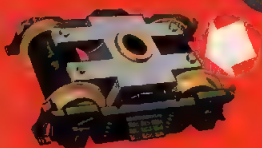
REDUCTION SHAFT FOR POWERFUL STEADY LOW SPEED.

SNAP-OUT WHEEL ASSEMBLY WITH NEEDLE-POINT AXLES IN METAL BEARINGS FOR EASY MAINTENANCE.



HEAVY FLYWHEEL GIVES SMOOTH POWER, SIMULATING ROLLING STOP OF LIFE SIZE LOCOMOTIVE.

ALL METAL DRIVE CENTRALLY LOCATED FOR FREE SWIVEL ACTION OF TRUCK.



WEIGHTED TRUCKS FOR LOW CENTER OF GRAVITY. MOLDED SIDE FRAMES OF AUTHENTIC SHARP DETAILING.

the LINDBERG line®
ESTABLISHED SINCE 1933

SCALED FROM MANUFACTURER'S BLUE PRINTS & SPECIFICATIONS

WESTERN STAMPING COMPANY

. . . brand new for '62!

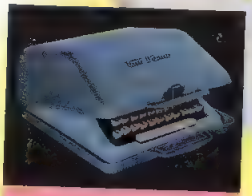
Tom Thumb® President

. . . sturdy student portable that offers top performance as well as fine design and quality construction!

A new design in a quality toy typewriter on which youngsters can do homework, learn spelling, improve letter writing and neatness. New features include lightweight newly designed case, individual action spade shaped keys, complete alphabet, numerals and punctuation. Letters arranged in same order as standard keyboard. Has ball bearing carriage. Clean, sharp, easy-to-read nylon characters print right for young eyes. Uses standard ½" black ribbon.

No. 1805 — Individually packed. 6 to master carton. Weight approximately 42 lbs. Shipped F.O.B. Jackson, Michigan.

MANUFACTURERS OF WORLD FAMOUS Tom Thumb TOYS



No. 1806 — Includes new molded carrying case with easy to operate latch. Protects machine from unnecessary damage in use by youngsters.

Packed same as at left. Weight approximately 50 lbs.

NEW

Tom Thumb

junior typewriter

with "Keyboard" action

Completely new Junior Dial typewriter with exclusive "Keyboard action". Newly designed molded case makes this model look just like a "commercial machine". Youngsters will really "go" for this toy. Dial is set to letter desired and machine types when corresponding letter on keyboard is depressed. Has full alphabet, numerals and punctuation. Uses black ribbon and takes standard size typing paper.

No. 1602 — Packed in individual corrugated carton. 12 to a master shipping container. Weight approximately 32 lbs. F.O.B. Jackson, Michigan.

Tom Thumb

typewriter, student desk and matching chair

The perfect combination Tom Thumb Typewriter and all-steel Student Desk, with matching chair. 26 inch height is perfect for youngsters doing reports, homework, and letters. Sturdy slideout typewriter shelf. 2 large drawers for student supplies. Overall size: 26" high, 16" deep, 32" long. Attractively finished in Beige with new wood grained top.

No. 1210—DESK ONLY. Weight 27 lbs.
No. 1211—DESK and No. 1805 PC TYPEWRITER. Weight 34 lbs.
No. 1222—DESK and METAL FOLDING CHAIR Weight 34 lbs.
No. 1223—DESK METAL FOLDING CHAIR and No. 1805 PC TYPEWRITER. Weight 41 lbs.

Above individually packed in corrugated carton. F. O. B. Jackson, Michigan. Minimum assembly required.

the "original"

Tom Thumb

cash register

with paper money and coins

outstanding features include:

- *Department Indicator*
- *Combination Knob and lock on small drawer*
- *Tear-off paper receipt*
- *Extra large packet of paper money and double supply of coins*

The youngsters will really go for this model. It has a special tear-off paper receipt for doing "the figuring". Sales from 1c to $1.00 show through plastic window and realistic push lever opens cash drawer automatically ringing the bell. Handsomely styled of sturdy steel with chrome front. 8¾" high. Tear-off receipt operates from roll paper.

No. 1546—Packing: Individual cartons. One dozen to a master corrugated carton. Weight 46 lbs. approx. F.O.B. Jackson, Michigan.

the "original"

Tom Thumb

approved and accepted educational toys

Tom Thumb

push button cash register

New "Space-Age" styling, new "Push Button" operation makes this machine just like the professional models. Completely new mechanism makes this "Tom Thumb" cash register better than ever before.

No. 1501 — Packed in individual cartons with generous supply of "Play Money". Size. 7¼" x 6¾" x 7¼". One dozen to a master shipping container. Weight approximately 25 lbs. F.O.B. Jackson, Mich.

. . . Now with Night Depository

Tom Thumb bank vault

- *New night depository feature*
- *Secret 2-number combination lock*
- *Realistic deep vault door*
- *Visible complex of tumbler gears*
- *Turning dial wheel*
- *Rugged steel construction*
- *Coin slot with Tally Bell*
- *Holds coins, paper money, "secret" documents*
- *Durable baked-on enamel finish*

New sturdy steel bank vault with secret combination lock. Dial wheel operates visible tumbler gears and opens bank vault door. Completely burglar-proof against family "borrowers". Alarm sounds when door is opened. Bell rings when coins from 1c to 50c are deposited. Baked-on enamel finish. Size: 8¾" high, 7" wide, 6¼" deep.

No. 1708 — Individually packed in corrugated carton. 12 to a master shipping container. Wt. approximately 42 lbs. per dozen. F.O.B. Jackson, Michigan.

Uncle Sam's 3-coin register bank

. . . It rings, it adds, it locks and unlocks automatically every $10

One of the good "Old Line" educational toys. Has been selling the year around to young and old alike for over fifty-four years. Comes in assorted colors.

No. 1300 — Size: 5½" deep, 4½" wide, 6¼" high. Two dozen per shipping carton. Wt. 55 lbs. F.O.B. Jackson, Michigan.

All chrome model available — **No. 1365.**

WESTERN STAMPING COMPANY

2203 West Michigan Avenue • Jackson, Michigan

Sole Sales Representatives:

HENRY KATZ SALES ORGANIZATION, 200 FIFTH AVENUE • NEW YORK 10, N. Y.

DOWST MANUFACTURING COMPANY, 600 N. PULASKI RD., CHICAGO 24, Ill. Nevada 6-1000

TOOTSIETOY IS TOYMANSHIP...

Toymanship is Packaging and Styling. Sales compelling packaging—new "see through" boxed sets . . . new high visual impact skin-packs and bubble-packs; the outstanding styling and design techniques in the industry

Toymanship is Turnover and Merchandising. Tootsietoy, the recognized authority in high profit, fast turnover self service merchandising, has created the "complete toy store" concept with the easiest to buy, easiest-to-service, high profit merchandising displays.

Toymanship is Advertising and Promotion. Year 'round schedule of advertising in big circulation magazines like Life and Parents reminding your prospects to TAKE A TOT A TOOTSIETOY TODAY . turns casual lookers into buyers.

Toymanship is Quality and Value. Your customers know Tootsietoy's quality . . . know Tootsietoy's reputation for safe, longer lasting, unbreakable toys. Now, in our 84th year of manufacturing quality toys.

Toymanship is Profit...Toymanship is Tootsietoy!

tootsietoy

5 FAST SELLING LINES ★ Pocket ★ Bulk ★ Classic ★ Boxed Sets ★ Jumbo

Only from to

6 TRAFFIC-STOPPING DISPLAYS EACH A "COMPLETE TOY STORE"

NEW!

#2999 the tootsietoy total toy department

NOW! A COMPLETE TOY DEPARTMENT

An outstanding display . . . with outstanding sales opportunities! Designed for permanent use in high traffic areas, the #2999 "Total Toy Department" is built of metal tubing and metal reinforced Masonite and revolves on a base. Created for maximum exposure in the smallest possible area. Shows more Tootsietoys than any other display—easiest to service, too.

#2999 TOOTSIETOY TOTAL TOY DEPARTMENT

Item No	Description	Quantity	Retail	Total
2950	Car & Racer	24	$1.00	$ 24.00
2945	Concrete Mixer	12	$1.00	$ 12.00
2944	Dean Moving Van	12	$1.00	$ 12.00
2943	Car & Camping Trailer	12	$1.00	$ 12.00
2942	Car & Horse Trailer	12	$1.00	$ 12.00
2941	Boeing 707 Set	12	$1.00	$ 12.00
2940	Car & Boat Trailer	24	$1.00	$ 24.00
2938	Camper	24	$1.00	$ 24.00
2920	Auto Transport	12	$1.00	$ 12.00
2917	Boat Transport	12	$1.00	$ 12.00
2910	Caterpillar Tractor	12	$1.00	$ 12.00
2905	Hook & Ladder	12	$1.00	$ 12.00
2901	Farm Trailer	12	$1.00	$ 12.00
2820	Mobil Tanker	12	$1.00	$ 12.00
2810	Tractor & Disc Harrow	12	$1.00	$ 12.00
3101	1912 Ford Model T	12	$ .59	$ 7.08
3102	1929 Ford Mode A	12	$ .59	$ 7.08
3107	1906 Cadillac	12	$ .69	$ 8.28
3108	1919 Stutz Bearcat	12	$ .69	$ 8.28
3109	1907 Stanley Steamer	12	$ .59	$ 7.08
3111	1922 Mack Truck	12	$ .69	$ 8.28
2490	School Bus	12	$ .49	$ 5.88
2485	Tow Truck	12	$ .49	$ 5.88
2470	Dump Truck	12	$ .49	$ 5.88
2465	Metro	12	$ .49	$ 5.88
2460	2 Cars	12	$ .49	$ 5.88
2440	Car & Racer	12	$ .49	$ 5.88
2425	Car & Boat	12	$ .49	$ 5.88
2325	Car & U-Haul	12	$ .49	$ 5.88
2760	Logger	12	$ .79	$ 9.48
2720	Car & U-Haul	12	$ .79	$ 9.48
2700	Scenicruiser	12	$ .79	$ 9.48
2550	Dump Truck	12	$ .59	$ 7.08
2420	Tow Truck	12	$ .49	$ 5.88
2300	Jumbo Assortment	12	$ .39	$ 4.68
			Total Retail	$355.20

DISPLAY FREE

#2999 TOOTSIETOY TOTAL TOY DEPARTMENT

Includes 38 dozen skin and bubble-packed Tootsietoys, the famous "TAKE A TOT A TOOTSIETOY TODAY" header and all the necessary hangers. Takes only 24 square inches of floor space, is 70" high. Packed in 4 cartons, wt 165 lbs

Retail $355.20

MORE DEALS

MORE DISPLAYS

MORE PROFIT

tootsietoy is toymanshi

otsietoy®

#2997 tootsietoy floor merchandiser deal

DISPLAY FREE

32 rubber tipped hangers . . . holds up to 216 tootsietoys

only 32 inches of floor space

Here is the prize-winning hard selling display that really moves merchandise. Superbly finished in natural wood and enameled Masonite, #2997 Floor Merchandiser turns browsers into buyers . . . casual lookers into cash customers! Will last for years. Perfect for placement near cashier or for island or end-of-aisle merchandising. A total of 18 dozen Tootsietoys each retailing at $1.00. Deal consists of following.

Retail: $216.00

Item No.	Description	Quantity	Retail	Total
2950	Car & Racer	24	$1.00	$ 24.00
2945	Concrete Mixer	12	1.00	12.00
2944	Dean Moving Van	12	1.00	12.00
2943	Car & Camping Trailer	12	1.00	12.00
2942	Car & Horse Trailer	12	1.00	12.00
2941	Boeing 707	12	1.00	12.00
2940	Car & Boat Trailer	24	1.00	24.00
2938	Camper	24	1.00	24.00
2920	Auto Transport	12	1.00	12.00
2917	Boat Transport	12	1.00	12.00
2910	Caterpillar Tractor	12	1.00	12.00
2905	Hook & Ladder	12	1.00	12.00
2901	Farm Trailer	12	1.00	12.00
2820	Mobil Tanker	12	1.00	12.00
2810	Tractor & Disc Harrow	12	1.00	18.00
			Total Retail	$216.00

Size: 32¾" wide, 56" high, 18" deep.
Packing: in 3 cartons, weight 149 lbs.
Retail: $216.00

#2992 tootsietoy revolving rack deal

Retail: $132.54

DISPLAY FREE

Takes only 19 inches of floor space, yet this Tootsietoy display tree revolves easily to show fast-selling 20 skin-packed Tootsietoys. Excellent for end-of-the-aisle display or those crowded areas. All steel construction with colorful metal traffic-stopping header. A total of 13½ dozen Tootsietoys to retail from 39¢ to $1.00 . . . a complete toy department! Deal consists of following:

Item No.	Description	Quantity	Retail	Total
2950	Car & Racer	24	$1.00	$ 24.00
2949	Refreshment Stand	12	1.00	12.00
2945	Concrete Mixer	12	1.00	12.00
2944	Dean Moving Van	12	1.00	12.00
2943	Car & Camping Trailer	12	1.00	12.00
2942	Car & Horse Trailer	12	1.00	12.00
2941	Boeing 707	12	1.00	12.00
2940	Car & Boat Trailer	12	1.00	12.00
2938	Camper	24	1.00	24.00
2910	Caterpillar Tractor	12	1.00	12.00
2905	Hook & Ladder	12	1.00	12.00
2901	Farm Trailer	12	1.00	12.00
2820	Mobil Tanker	12	1.00	12.00
2810	Tractor & Disc Harrow	12	1.00	18.00
2708	Jagger	12	1.00	12.00
2704	Car & U-Haul	12	1.00	12.00
2701	Scenicruiser	12	1.00	12.00
2530	Dump Truck	12	1.00	12.00
2420	Tow Truck	12	1.00	12.00
2308	Jumbo Aggregator	12	1.00	12.00
			Total Retail	$132.54

Size: 19" wide, 19" deep, 72" high
Packing: in 2 cartons, weight 82 lbs.
Retail $132.54

bus load of tootsietoys deal

Retail: $72.00

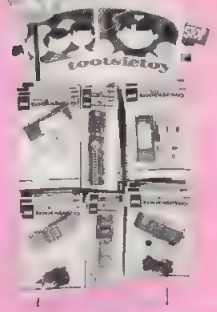
DISPLAY FREE

small size—big return!

Brilliant full-color counter display packs plenty of sales appeal into only 19" of counter space. Excellent in self service areas. All items sell for $1.00, pre-priced at the factory. Total retail $72.00. Deal consists of:

Item No	Description	Quantity	Retail	Total
2950	Car & Racer	12	$1.00	$12.00
2943	Car & Camping Trailer	12	1.00	12.00
2942	Car & Horse Trailer	12	1.00	12.00
2940	Car & Boat Trailer	12	1.00	12.00
2920	Auto Transport	12	1.00	12.00
2905	Hook & Ladder	12	1.00	12.00
			Total Retail	$72.00

Size: 19" wide, 19" deep, 37" high.
Packing: in one carton, weight 47 lbs.
Retail: $72.00



PACKAGING AND STYLING • TURNOVER AND MERCHANDISING • ADVERTISING AND PROMOTION • QUALITY AND VALUE PROFIT

#3001 Tootsietoy antique classics deal

Retail: $46.08

New design! New sales appeal! New profit opportunity! Now, complete with six of the most popular toys of the decade the #3001 Antique Classics display reaches new heights of design and sales appeal! Classic cars, all 59¢ and 69¢ have proven themselves as traffic stoppers, volume producers. A total of six dozen antique cars consisting of the following.

Item No.	Description	Quantity	Retail	Total
3101	1912 Ford Model T	12	.59	$ 7.08
3102	1929 Ford Model A	12	.59	7.08
3107	1906 Cadillac	12	69	8.28
3108	1919 Stutz Bearcat	12	69	8.28
3111	1922 Mack Truck	12	69	8.28
3109	1907 Stanley Steamer	12	59	7.08
			Total Retail	$46.08

DISPLAY FREE

Size: 20" high, 12½" wide, 8" deep
Packing: In one carton, weight 18 lbs.
Retail: $46.08

2 EXCITING DISPLAYS ■ DESIGNED TO ADD NEW SALES

#2495 Tootsietoy pocket series deal

Retail: $47.04

New ideas! New display! New profit opportunity! Designed to sell in volume, this exciting new Tootsietoy line is carefully detailed, authentically scaled and colored. The Tootsietoy Pocket series is HO scaled, sure to be a big hit with hobbyists, collectors and kids of all ages. All items priced for fast turnover at only 49¢. A total of eight dozen Pocket series consisting of the following:

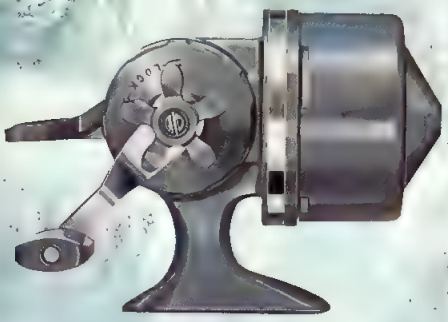
Item No.		Quantity	Retail	Total
2490	School Bus	12	.49	$ 5.88
2485	Tow Truck	12	.49	5.88
2470	Dump Truck	12	.49	5.88
2465	Metro	12	.49	5.88
2460	2 cars	12	.49	5.88
2440	Car & Racer	12	.49	5.88
2425	Car & Boat	12	.49	5.88
2525	Car & U-Haul	12	.49	5.88
			Total Retail	$47.04

DISPLAY FREE

Size: 13" wide, 8" deep, 13¼" high
Packing: In one carton, weight 9 lbs.
Retail: $47.04

DOWST MANUFACTURING COMPANY, 600 N. PULASKI RD., CHICAGO 24, ILL. ■ NEVADA 8-1000

ALL-NEW
TRUE TEMPER NO. 420
FLIPLINE SPINNING REEL



★ Actual size shown

★ Weighs only 8 ounces, spooled with 125 yards of 10-lb. monofilament

★ A terrific value at $15.00*

★ See back cover for Merchandising Aids

BETTER 5 WAYS

HERE'S WHY...

*Mfr.'s suggested retail price—not necessarily price charged at retail stores.

MIRACLES OF SPACE-AGE No. 420 CLOSED-

1 STRONGER

Made with Space-Age materials that resist breaking, cracking, denting, chipping or bending. Can handle the toughest battle a game fighting fish can put up!

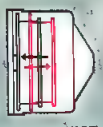
Researched, developed and engineered for

INSTANT PICKUP

ROLLER PICKUP PIN circling in "track" inside shroud, engages loose line instantly and it absolutely can't slip off. Roller's pulley-like action reduces line fray and flattening.

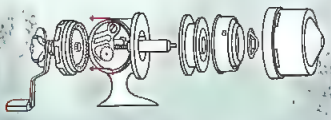
RAPID RETRIEVE

Every turn of handle retrieves 24" of line. High 4⅝ to 1 gear ratio is practical only because reel design minimizes the friction points pulley action of roller pickup, extra hard plating surfaces of inner cup and shroud ring guide. Handle is oversized for power winding.



NO LINE TWIST

OSCILLATING SPOOL crosswinds to reduce line bite-in nonrotating lip eliminates line twist and kinking. Makes long, smooth casts routine. Spool is quick-change, snap-off type. Extra spools available.



QUICK TAKE-APART

Easy take-apart permits access to internal gearing without tools in seconds. Makes normal cleaning and maintenance faster, easier, less troublesome than with any reel of its kind.

TECHNOLOGY MAKE THIS TRUE TEMPER FACE SPINNING REEL BETTER 5 WAYS

2 FASTER

Greatest retrieving speed of any closed-face reel! Lets you make more casts easier .. and work your lure better. Made possible by less friction and less line drag.

3 SMOOTHER

Comfortable to handle Perfectly balanced Parts are engineered to function smoothly for positive, accurate control on every cast and every retrieve.

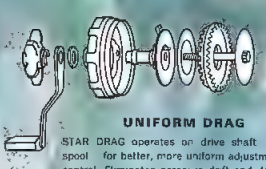
4 SURER

Designed to eliminate the foul-ups and breakdowns other reels have. Insures confident and comfortable, trouble free fishing. .cast after cast, fish after fish

5 LONGER LASTING

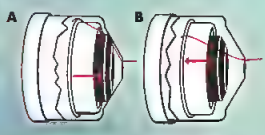
Built to resist corrosion, temperature changes and moisture Stands up under all kinds of rugged fishing conditions. A durable performer for more fishing fun.

better reel performance, greater fisherman satisfaction



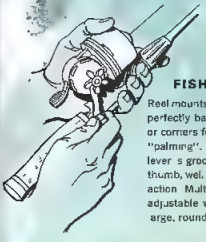
UNIFORM DRAG

STAR DRAG operates on drive shaft not on spool for better, more uniform adjustment and control Eliminates pressure drift and danger of binding. Built-in, permanent, click ng anti-reverse automatically engages drag when fish is hooked



LINE-CASTING CONTROL

NEOPRENE CLAMPING RING insures firm, resilient, uniform holding power on back cast (position A); permits "feathering" of line spin-off on forward cast (position B)



FISHING COMFORT

Reel mounts snugly on offset rod handle, perfectly balanced with no sharp edges or corners for comfortable handling and "palming". Ample-size casting control lever is grooved and contoured to fit the thumb, well positioned for natural thumb action Multiple-disc star drag is finger-adjustable without removing hand from large, rounded hand e knob

MATERIALS

Lightweight Space Age materials used have fantastic impact and weather resistance Stand is metal reinforced Spool and gears are of reinforced fiberglass Color is in — not on — the reel so it won't fade. Finish stays mirror-like Surface of inner cup is CEM plated, most wear-resistant plating process known

Every #420 reel is packed in this "automatic" lure box

New #420 Reel Box of Styrofoam converts to 2" x 4" x 6" floating lure box. Holds the reel firmly and safely in center section. When opened, top and bottom of box fit together to become handy, compartmentalized floating lure box.

With every carton of 4 #420 reels you get this special Promotion Kit

New #420 Reel Shadow-Box Easel Display is a real customer-stopper on counter or in window. Attractive. Easy to use. Customers can't help but stop, look, buy.

New #420 Reel Banner tells customers *you* have the new reel they want to see. On window, door or wall, it helps build traffic by getting customer attention, building customer interest.

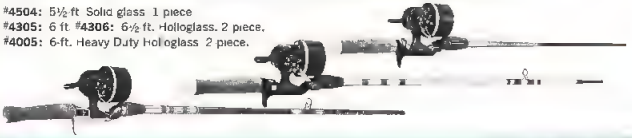
New #420 Reel Promotion Ad Mat Proofs you can run in your local newspaper over *your* store name. And use them for your own in-store displays and merchandising programs.

New #420 Reel Dealer Suggestion Sheet offers a complete run down on the use of all merchandising aids in the Promotion Kit.

Feature these matching True Temper Flipline Rods with the #420 Reel

. . . and make extra sales! Combine these top-quality True Temper rods with the all-new #420 reel to make attractive, ready-to-fish, easy-to-sell outfits!

#4504: 5½ ft. Solid glass. 1 piece.
#4305: 6 ft. **#4306:** 6½ ft. Holloglass. 2 piece.
#4005: 6-ft. Heavy Duty Holloglass. 2 piece.



New #420 Reel National Advertising next spring in major outdoor publications provides a hard-hitting campaign that will bring fishermen into *your* store to see — and buy — this amazing new reel!

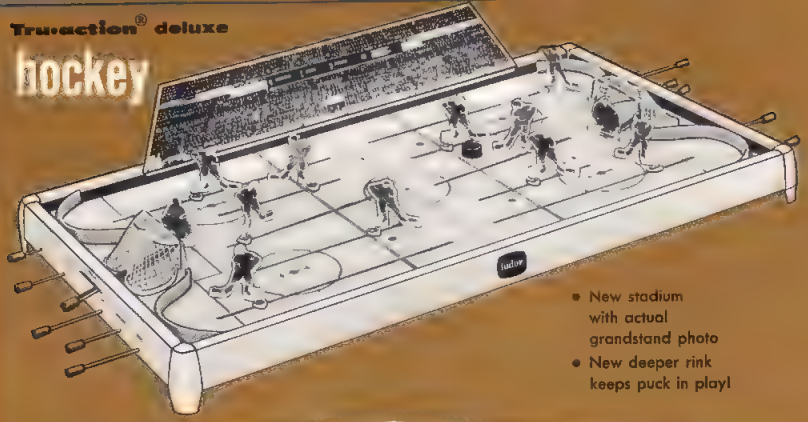
Ask your distributor about his special introductory offer on the new #420 reel and matching rods.

TRUE TEMPER®
ADDS SCIENCE TO FISHERMAN'S LUCK

LITHO IN U.S.

Tru-action® deluxe

hockey



- New stadium with actual grandstand photo
- New deeper rink keeps puck in play!

NEVER BEFORE SUCH REALISM

Tru-action® Electric **football** WITH "SCULPT-ACTION" FIGURES

- New "Kicker-passer" actually kicks with foot, passes with arm

PLUS NEWLY STYLED: Basketball, Baseball, Sports Car Race and Walt Disney Xylophones

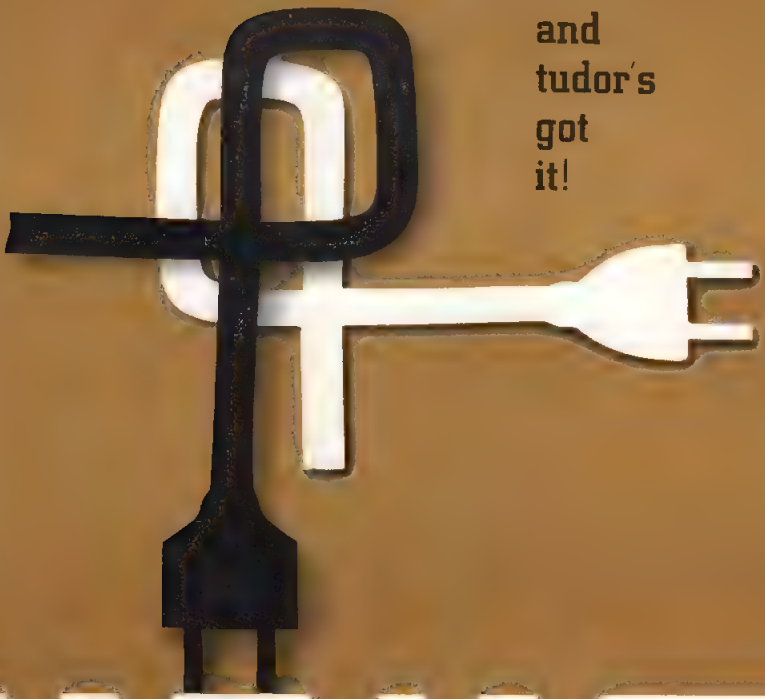
Please request our new full-color catalog.

TUDOR METAL PRODUCTS CORPORATION 200 FIFTH AVENUE NEW YORK 10 N. Y.

ATLANTA — Rusk Van-Esh • NASHVILLE — Don Robinson • ST. LOUIS — Fred Bovenmaier Associates (Harvey Freilenstein) • CHICAGO — Stanley Berg
MINNEAPOLIS — Louis Anderson • DENVER — Mountain States Sales Co. • DALLAS — Wm. Stewart & Associates • LOS ANGELES — Victor H. Petrone

there's a
new dimension
in electric sport games!

and
tudor's
got
it!



NEW

games
styling
realism
packaging

tudor SPORTS CLASSIC

NEW! Electric BASEBALL

Playing realism never before achieved!

Actually duplicates every diamond play. Follows regular baseball rules.

Players actually pitch the ball, field it, bat lefty or righty!

TOPPING ALL PREVIOUS

Most realistic race games ever created

No lanes, no grooves, pieces race freely, winners unpredictable

NEW GAME

Tru-action® Electric **harness race**

Cashes in on trotters' nationwide popularity

tudor SPORTS CLASSIC

NEW! Electric FOOTBALL

Most realistic football game ever created!

All actual football formations brought to life by "Sculpt-action" players who run, block, tackle, really pass and kick the ball! "Isopad" mounting deadens noise.

ELECTRIC SPORT GAMES

NEW GAME

Tru-action® Electric track meet

International events excite U.S. sports fans

NEW STYLING

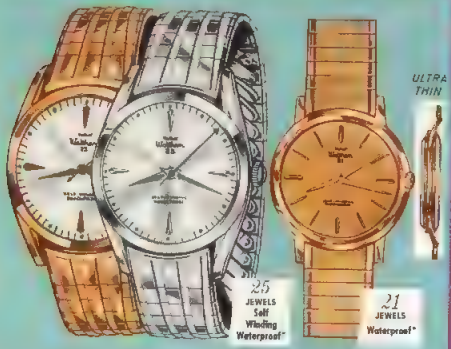
Tru-action® Electric horse race

Impossibility of forecasting winner spurs sales

Self-Winding

World's Thinnest

100 Jewel Self-Winding



Auto Mercury "25" Y: 25 Jewel self-winding and waterproof*. Yellow gold-finished case, non-corrosive back. Adjustable gold-filled combination expansion band. **Shockproof, unbreakable mainspring.**
MF1252..... Retail **$105.00**

Auto Mercury "25" W: As above, with all-steel case and band.
MF1253 ..... Retail **$97.50**

Ultra-Thin Kelvin "21": The thinnest self-winding waterproof* with a sweep second hand ever made! 21 Jewels. Simple masculine style, rich champagne dial with modern stick figures. Shiny yellow gold-finished case has non-corrosive back. Adjustable gold-filled combination expansion band **Shockproof.**
MF1228. ... Retail **$130.00**

A Golden Rotoiron "100": Waltham's finest watch has 100 functional jewels in its ultra-accurate, advance design movement. **Waterproof*** case is all yellow 10K gold-filled, with gold-filled adjustable combination expansion band. Rich champagne dial. Built-in shock-absorbers. **Unbreakable mainspring.**
MF1216..... Retail **$175.00**

Rotoiron Superba "100": As above, with white dial.
MF1217. . . . . Retail **$175.00**

B Sea Rotoiron "100": As above. White dial. All steel case with adjustable expansion band.
MF1215 ... . Retail **$145.00**

LIFE

WALTHAM

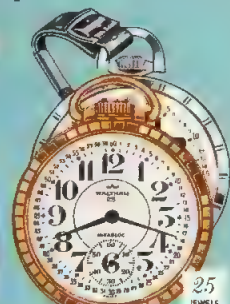
TIMING AMERICA FOR OVER 100 YEARS

Superbly crafted for outstanding durability, Waltham Watches are created and styled with the meticulous care worthy of the famous Americans who have depended on Waltham watches for accuracy throughout the years.

Crafted in a Tradition of Quality

- **GUARANTEED SHOCKPROOF**
- **GUARANTEED UNBREAKABLE MAINSPRING**

MX items shipped from Kansas City, Birmingham, Pittsburgh and Sacramento. MF items shipped from Chicago.



Auto Jupiter "65" Y: 65 Jewels automatically turn wrist motion into timekeeping energy. **Waterproof*** yellow gold-finished case, non-corrosive back. Adjustable gold-filled combination expansion band. Luminous hands, hour dots; sweep second hand. **Unbreakable mainspring. Shockproof.**
MF1249.....Retail **$135.00**

Auto Jupiter "65" W: As above, with all steel case and band
MF1250 .....Retail **$130.00**

Gladstone "25": 25 Jewels. Contoured to fit the curve of his wrist. Dignified case is all yellow 10K gold-filled, with gold-filled adjustable expansion band. Modern stick figure dial. **Shockproof, has unbreakable mainspring.**
MF1260 ..... Retail **$99.50**

Gladstone "25" B: As above, with black dial.
MF1261..... Retail **$99.50**

Sea Scot: Waterproof* watch made to take hard wear. All stainless steel case and adjustable combination expansion band. Sweep second hand Luminous hands and hour dots can be read in dark. **Shockproof 17 jewel movement with unbreakable mainspring.**
MX1258.....Retail **$59.50**

Sea Gaylord: As above, gray dial
MX1259.....Retail **$59.50**

Clancy "25" Y: 25 Jewels. Railroad type pocket watch for drivers, farmers, etc. 1/20th 10K rolled gold plated case. Black leather fob included. Has fully numbered minute track. **Shockproof with unbreakable mainspring.**
MF1244 .....Retail **$80.00**

Casey "17" W: As above. Chrome plate top case **17 jewel movement**
MX1243 .....Retail **$62.50**

*Guaranteed waterproof as long as case, crown and crystal are intact

Suggested retail prices are approximate

After 23 years, Col. Charles Askins returned to the Lyman Gun Sight Corp. in Middlefield, Conn., and found that "the interlude had scarcely touched this sturdy old outfit."

LET'S TALK ABOUT GUNS

Askins Continues On-the-Spot Account of Visit to Eastern Factories; This Time He's Off to Lyman, Hartford, Sturm-Ruger, Remington and Mossberg

By COL. CHARLES ASKINS

FOR THOSE of you who may have tuned in late, I'm on the second lap of my whirlwind tour of 13 arms and ammunition factories on the highway from Boston to New York I covered these factories in a week's time. In the August issue, I gave you an advance picture of the guns outlook—it is bright The companies are all looking forward to a strong fall, to an equally good 1963 and are facing 1964 and other years to come with optim.sm

In September, I devoted my coverage—my first lap of the tour—to four stops — **Savage-Stevens-Fox, Harrington & Richardson, Smith & Wesson** and **Poly-Choke**

This time I will tell you of my experiences at **Lyman Gun Sight Corp.**, Middlefield, Conn., **Hartford Gun Choke Co.**, Newington, Conn., **Sturm, Ruger & Co.**, Southport, Conn., **Remington Arms Co.**, Bridgeport, Conn., and **O. F. Mossberg & Sons**, New Haven, Conn

I was accompanied on this tour by **Ollie Rodman**, New England representative for The DEALER, and I enjoyed every minute of my time with Ollie We covered quite a bit of ground in a short time and were royally received at every stop

Lyman—23 Years Later!

AT THE Lyman company, I looked about me. I had been there before on that fateful day in September, 1939 when war broke out with the invasion of Poland by the Nazis. The interlude of some 23 years had scarcely touched this sturdy old outfit. The old brick main building looked the same, maybe a little more grimy and ancient after almost a quarter-century of New England winters. The scatter of wooden shacks and houses about the main plant, some of them apparently converted from dwellings, I did not remember Nor was the rifle range familiar It has had a terrific face-lifting and now must be the foremost range in all New England

For the first time since Lyman came into existence, a matter of 80 years, the firm has a president with other than the Lyman name The new boss is **R. L. Van Name**, a genial, likeable man who extended the hospitality of the place to Ollie and to me In making us welcome, he did the honors with a graciousness which gave us to understand that he and his people were glad we had dropped around I instantly liked

For the first time in some 80 years, the Lyman company has a president with a name other than Lyman. He is R. L. Van Name, whom Askins calls "a genial, likeable man."

the man for his amiable personality, and cordial manner

Joe Widner, who had met us and took us in to see the prexy, is sales manager, and with him he had **Ed Bosquet,** one of his sales reps. We toured the scope division with this pair and later had a look-see at the reloading rooms and the test range. After that, we journeyed down the road to inspect the refurbished rifle range. En route we met **Charley Lyman III,** formerly president of the company, but now devoting most of his time to keeping the various Lyman handbooks up to date. Charley was making final arrangements for an evening class of kids in rifle marksmanship

* * *

Elder Lymans Still Active

OUR route took us alongside the Lyman apple orchards. It used to be said years ago that when Lyman boys had a bad year with reloading tools and gun sights, they always fell back on the apple crop and this tided them over. This, certainly, is no longer necessary, but at the same time, I was assured that this year's crop will be a bumper one.

The old timers in the game, **Henry Lyman** and his brother **Elihu,** although retired from the company, are both still quite active Henry was a crackerjack rifleman and I used to see him at the nationals at Camp Perry every year as a member of the Connecticut rifle team.

Very recently, it was decided to do an extensive repair and modernization job on the Lyman rifle range. The cost was so steep that it was thought the only solution was to charge marksmen a nominal fee for the use of the range hereafter. Henry kicked up a storm, to no avail. The decision was not a happy one with my old amigo.

Lyman makes a series of hunting and target scopes. A recent survey conducted by Outdoor Life magazine among 4,000 of its readers, indicates the Lyman scope leads all the field with the exception of the Weaver The All-American hunting glass stands ahead of such favorites as the B&L, Redfield, Leupold, Unertl, and all the remainder according to that survey

I took two Lyman All-Americans to Africa with me on a long and strenuous safari and was highly satisfied with the performance. During the visit to the plant, where I saw the superb instruments under manufacture, Widner showed me a snap-on haze eliminator, a simple auxiliary lens intended to provide

Joe Widner is the active sales manager of Lyman Gun Sight Corp.

better definition under bad conditions of light. It is mounted in a rubber cap, looks very much like the ordinary lens cap meant to keep out dirt and rain and can be slipped over the ocular lens when needed.

Careful tests of the device during which we probed into the deep shadows at the far end of a nearby pond, did, indeed, prove the utility of the haze-cutter

* * *

Complete Line of Reloaders

THE company has a complete line of reloading tools and machines. It will bring out two others. The first, to be known as the Spartan model is a "C" type tool which will sell for $12. The second, a heavier type, will be useable as both a reloader and as a swaging tool. It will enjoy a power transferral of 1 to 48, whereas the usual swager has a 1 to 24 ratio. This second tool, as yet unnamed, will retail at about 25 bucks.

Lysle Kilbourne, perhaps the greatest authority on reloading and a full-time employe of Lyman, was on hand, having just returned from a soiree to the West Coast where he had been pow-wowing with **Bob Hutton,** the reloading sharpie for the West Coast trigger-jerking-and-cap-popping journal, the Guns & Ammo magazine. Lysle was mourning the loss of his right hand man, **Col. Frank Jury,** who had assisted him with his endless experimenting. Jury, a retired ordnance officer, had dropped dead only the week before. Kilbourne was refurbishing his reloading room and will install a representative collection of all the reloading tools and machines of the competitors so that he can keep abreast of the other fellow's developments.

On to Hartford Gun Choke

SINCE Rodman and I were traveling by car, it was only a matter of a little while until we pulled up in front of the **Hartford Gun Choke Co. at Newington,** Conn. The firm is owned by **Charles Lowe,** who besides making one of our very best vari-choke devices, is an ardent old car buff. Charley admitted to owning, currently, some 23 venerable models, and he was, quite frankly, more interested in talking old cars with Ollie and me than discussing muzzle gadgets.

He has bought all the manufacturing rights to the excellent Whitney .22 auto pistol and has approached Harrington & Richardson with the proposal that the gun be put back in manufacture. The Whitney, designed and made by the firm of that name, was so streamlined and so thoroughly modern it got the unfortunate sobriquet, Buck Rogers pistol. This was most disappointing because the self-loader is a real dandy. Lowe proposes to tone down some of its ultra-ultra appearance and sell it once more. It is my opinion it will go.

* * *

The Lively Remington Family

OUR next stop was Bridgeport, but by that time my partner, Rodman, had been compelled to turn back. I had by this time kept him away from his home and office for almost a week and regretfully we parted company. Ollie and I are amigos of more than 20 years' standing and his company had been the renewal of what has always been a pleasant friendship. I was sorry to lose him. Before we parted, Ollie and I again compared notes on our tour and agreed that everyone we had thus far visited was simply exuding cheerfulness

EVANS

McCAWLEY

and confidence for the future. We shook hands, he to trek homeward and I to go to visit the **Remington Arms Co.**

I was met at the Remington door by **E. S. (Ted) McCawley, Jr.,** manager of the public relations division. I have known Ted ever since he

(NOW PAGE 122, PLEASE)

"A big man with a charming affability and a deep interest in giving the shooter what he wants" is the way Askins describes Max Warden, above, president of Remington Arms Co.

An Askins' friend of long standing, R. D (Coley) Coleman is vice-president of Remington and responsible for many of the advances made by the company in recent years.

Let's Talk About Guns

(CONTINUED FROM PAGE 120)

took over public relations from **Henry Davis**, and there wasn't any one in the organization I'd rather have seen. He took me in to renew acquaintance with **Gail Evans**, director of sales. Gail is another very dear friend. He and I used to swap yarns around all the big shoots over the past two decades.

Within minutes, I again met the genial **Jack Mitchell**, son of **Clyde Mitchell**, now retired but for years a district manager for Remington, and also, last but not least, one of the smoking hot trapshooters on the national circuits. Jack is director of advertising and sales promotion. On hand, too, were **F. E Morgan**, who is in charge of fire arms marketing, and **H. M. Trowern**, head of firearms advertising.

• • •

I Meet President Warden

AT LUNCH, in the company cafeteria, I had the good luck to meet and chat with **Max Warden**, Remington's president, and with my old friend **R. D. (Coley) Coleman**, vice president. This pair is responsible for the pre-eminent position which is held by Remington Arms in the guns and ammunition picture today. Their decisions to undertake such revolutionary practices as the free use of die castings and precision pressed steel parts, utilization of a basic-design receiver around which dozens of guns, both rifle and scattergun are made, and the successful adaptation of plastics to the sporting firearm as exemplified in the Nylon 66 rifle, have pushed Remington to the fore in the sporting arms field.

Our conversation was a pleasant and profitable one. Max Warden is a big man with a charming affability. He listened carefully and has an obviously deep interest in giving the shooter what he wants. He was simply bursting to tell me about new developments, but with no encouragement from Coleman and McCawley, who were a bit more conservative, he restrained his enthusiasm.

I have since heard via the grapevine that the company has a new shotgun on the fire. Might be an over/under? Remington at one time made a splendid O/U scattergun, the Model 32. It has been revived by a German firm and sells well in this country. Olin Mathieson bought the **Nikko Gun Co.** in Japan and is importing a superposed model, a copy of the Browning, from the Nipponese branch. It just might be Remington will get into the picture with a like model.

"We can't make enough 7 mm magnums in the new model 700 rifle to meet the demand," Evans told me as soon as we were seated in the big conference room. "It is going like hotcakes," he grinned, coining a new phrase. The decision of Remington to cashier their models 721, 722 and 725 in favor of the brilliant new Series 700 rifles, was a momentous one and the comment of the director of sales indicated the step's soundness.

I had whipped the M700 up to Kodiak Island as a part of The Dealer's field testing of new guns, and there, last May, shot a nine foot brown bear with one shot. I was quite ready to believe my friend, Evans, when he said the 7 mm was going so good they could not meet the demand.

• • •

It Takes a Lot of Guts

THE firm has taken the bull by the horns on quite another front. This was the recent decision to offer the highly popular Model 742 hi-powered auto-loading rifle with 18½-inch barrel. We have always had carbines with us but these feature barrels of 20 and 22 inches, the courage of UMC in offering a hot number like the M742 in a barrel as abbreviated as 18½ inches is really sumpin!

Since then, and in line with this originality, the company will make the new 700 rifle with 20-inch barrel in all calibers except the new 7 mm magnum (24-inch) the 264 magnum (ditto), the 375 magnum and the 458 African with 26-inch tubes. It takes guts to do things like this! The company, since World War II, has made few if any mistakes of judgment in staying two jumps ahead of the trend. It remains to be seen if this latest innovation, the abbreviated business end, will catch on like the others.

The Remington-Peters plastic shotshells have been a fine success. At first the prices were too high and now, with a broadened base of manufacture that has gone beyond the first loads offered only in 12 gauge, the price is only pennies over standard paper shells. While I was there, the first advertisements were just breaking offering to the shooter 100 plastic shells for any single round he could produce which had malfunctioned. It is strongest evidence of the infallibility of these sturdy new loads.

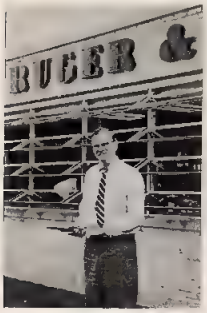
The company is incensed over the advertising of some of its rivals who contend, advertising-wise, that their shotshells are the best in the world and will produce patterns from five to 10 per cent better than the opposition. Evans and Mitchell showed me a confidential brochure worked up for the use of their salesmen and not for distribution which was intended as ammunition to refute these claims. I read this pamphlet from end to end and was struck by the way in which this publication made out a case for the Rem-Peters plastics as leader. It showed, generally, that

pattern percentages were the same My experiments have indicated the same results.

* * *

Bill Ruger on Home Grounds

MY NEXT stop was at Sturm, Ruger, the six-gun manufacturers. The last time I'd set eyes on **Bill Ruger**, president, was in the northern frontier of Kenya, East Africa Bill was on safar: and so was I We had journeyed out, by separate ways, to meet **Joy Adamson**, the author



A gun genius in his own right, Bill Ruger is president of Sturm, Ruger & Co. Of Ruger, Askins writes: "He is big and friendly and tousled and keen. He knows all about guns and is a genius at designing and making them."

of the best seller, "Elsa," the story of a lioness which Joy, wife of George Adamson, the head warden for the NFD, raised from a kitten When I met him this time, Ruger looked just like the Bill I had first known four years ago

He is big and friendly and tousled and keen He knows all about guns and is a genius at designing and making them. He and his friend, Alexander Sturm, went into business in 1949 in a little series of shacks near the railroad station at Southport Ruger was the designer and Sturm provided the cash

They first built a 22 auto pistol It was, like the new Remington shooting irons, made with a plenitude of stampings and welding It was an instant success. Then Ruger looked over the old .45 single action six-gun and decided it was time to modernize it. He brought out a

(NOW, NEXT PAGE, PLEASE)

BRING MORE BUSINESS TO YOUR STORE...

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YOU BENEFIT FIVE WAYS UNDER THIS PLAN:

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4. You interest non-shooters in guns and hunting.
5. You enhance the interest of your customers and make them eager to buy new equipment.

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(For More Information Circle No. 228 on Page 183)

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are absolutely the greatest guns of their kind on the market today!

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SHERIDAN is an easy gun to demonstrate and sell And instead of annual new models, with their limited life and fast obsolescence, SHERIDAN strives for perfection by steady improvement of their popular "Pneumatic-Twins." **NEW!** This year SHERIDAN has added an Intermount to fit the Weaver B4 Scope. It will fit all SHERIDANS regardless of age; can be adjusted to either right or left hand loading port, and is easy to install. Truly SHERIDAN is the finest introduction to the world of firearms any boy could ever have.

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SHERIDAN PRODUCTS, INC. 1234-13th St. RACINE, WISCONSIN

(For More Information Circle No. 239 on Page 183)

Let's Talk About Guns

(FROM PRECEDING PAGE)

series of SA revolvers, ranging from .22 caliber to .44 magnum. Again success!

About this time Sturm died and since then Bill has gone it alone. He has moved out of the first buildings and erected a fine modern factory on the outskirts of the city. It is already bursting at the seams.

. . .

Single-Shot Pistol Took Nerve

WHEN I dropped around the hard-working, high-strung, zealous sales manager, **Ed Nolan**, was on hand. Bill showed up later. Nolan introduced me to **Harry Sefried**, to my notion one of the most brilliant arms designers of this generation. Harry had been with Hi-Standard before and left his mark around there in the shape of the Supermatic series of .22 target auto pistols.

The new Hawkeye .256 single-shot pistol was in the mill when I was there. It took a lot of courage to offer the shooting public this gun. Handguns that shoot only once went out of style about the time Stanley was tracking down Livingston. To offer a one-shooter in this, the nuclear age, takes nerve, believe me!

The .256 magnum is the hottest pistol caliber going. The 60-grain bullet steps out at 2350 feet per second. This outdoes anything offered for the one-hand gun. The .256 is made up on the Ruger Super Blackhawk frame. It looks, superficially, like the big sixshooter but it ain't. What appears to be the cylinder is a breechblock. A tightly fitted up breech bolt, which swings only ten mm, opens only sufficiently to permit a cartridge to be stuffed into the chamber. Extraction is by the old conventional rammer located under the barrel.

Tests by me indicate the gun and load combo are exceptionally accurate. The pistol will take one of the new lightweight pistol scopes, as made by Weaver, Bushnell and some others. It is meant to be shot two-handed, preferably from the sitting position, and will be okay on vermin, varmints and other pests. The load is not powerful enough for such game as deer.

"We are giving a lot of consideration," Ruger told me, "to adapting the popular Ruger Carbine to the .256 magnum cartridge." In line with this thinking is the possibility of also modifying the Carbine to a military type. We would, of course, continue to make it just as we know it now, the military version would be a separate and distinct model."

This, obviously, would be in answer to the Colt AR-15, a military weapon which is being sold to the Vietnamese.

Another old car buff like Charley Lowe, Bill took me over to his home where I gazed in awe at an old Bentley half as long as a city block and at another Bentley which had a most appropriate license plate on it. The license read, simply, "GUNS." For a gent like Bill Ruger it could not have been more proper.

. . .

Old Home Week at Mossberg

OVER at O. F. Mossberg & Sons, Inc., I had old home week!

Here was **Walter Pierson**, the vice-president, and one of the most thoroughly likeable guys ever to sell a shooting iron, and **Jack Boone**, who I have known for two decades, another whale of a fine hombre! I met, too, **Alan Mossberg**, whom I had never known before although I knew his father, **Iver**.

I first went to the factory and offices, still in the roundhouse, then I was quickly whisked out to the handsome new plant, scheduled to be opened and doing business shortly. The new facility covers 65,000 square feet of working space and is a very model of efficiency.

It has always been my contention that Mossberg offers more gun for the dollar than any firm in the business, yet it has always been terribly overcrowded in the old workshop. Once Mossberg moves into these handsome new quarters where efficiency of operation, storage, packaging, etc., will be at an optimum, the company will sure be hard to catch!

It was like old home week when Askins arrived at O. F. Mossberg & Sons, Inc. Crowded facilities at the old factory will soon be remedied when a new 65,000 square foot facility will be opened.

The firm now has a new shotgun, the '500' model, which is going places! It is a fine looking pump repeater featuring a sturdy and dependable action, good weight, nicely fitting, big selection of barrel lengths, chokes (including the Mossberg vari-choke) different chamberings, through standard and magnum shell lengths, and other features. They will go a long way with this baby!

The firm has just revised its sales policy and organization and had at the time I was visiting only just finished the hiring of eight salesmen to represent almost all the U. S., the only exception the West Coast. After lengthy briefings, they placed their people on the road. In line with this new organization the company had hired the dynamic Boone to be director of sales. Jack, formerly with Winchester and others, has swung over to Mossberg and will bring the benefits of a lifetime as a super salesman to an outfit which is so over-loaded with value the guns must virtually sell themselves!

. . .

Don't Miss Next Installment

AS READERS who have come this far already have noted, I did not cover Winchester-Western or Colt's in this installment as originally promised. I'll give them the full treatment next month, along with High Standard and Marlin.

Never on my safaris in Africa, jaguar hunts in South America, or head-on clashes with the biggest, toughest game in the Arctic have I been busier than stalking the 300-mile firearms industry trail through New England and New York. It was all for one purpose—to collect for you the inside information on the latest in guns not only in production but on the drawing boards.

So hang on tight—our trip is far from finished.

. . .

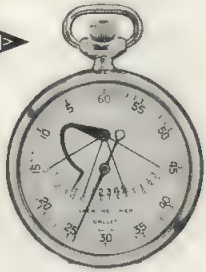
Editor's Note: The comments and opinions expressed in this article are those of the author and do not necessarily reflect those of the Department of the Army or the Department of Defense.

GALCO TIMERS

YACHT TIMER

7 Jewel movement. Each minute is a different color for quicker and easier reading. Sweep hand makes one revolution in five minutes. Each minute divided into 60 seconds

234W1 . . $44.40



YACHT TIMER

Center hand registers to fifteen minutes with five minute segments. Excellent for timing race starts. Anti-magnetic Unbreakable mainspring

234W2 7 jewel . $37.20

YACHT TIMER

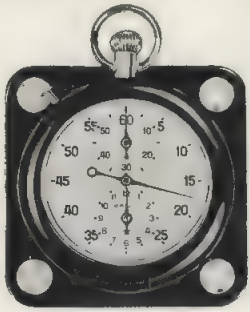
Indispensable while manoeuvering in yacht and motor boat races, between the preparatory and starting guns. 5-minute indicator; start, stop and fly back from crown.

234W3 7J $37.20
234W4 Security 1J—30 minute register with combination 3 and 5 minute intervals $39.20
234W5 Same in water protective case $51.00

CENTER MINUTE REGISTER WITH TIME OUT

One hand indicates seconds up to one minute. Red hand indicates minutes up to one hour. Pressure on crown starts, stops and starts again the timing operation. Pressure on side button returns hands to zero.

234W6 . . . . . $42.00



FOR DASH MOUNT

Outside plastic case and time out feature, attaches to dashboard of car, boat or plane, or any desired location. Invaluable in timing long incidents or operations. Pressure on crown starts timer, another pressure stops all hands for time out. To start again, depress crown. Pressure on side pin brings all hands back to zero

234W7 . . . . . $45.60

CENTER MINUTE REGISTER WITH TIME OUT

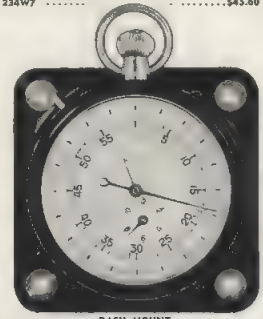
One hand indicates seconds up to one minute. Red hand indicates minutes up to one hour. Start, stop and start again from side slide. Hands return to zero with pressure on crown

234W8 . . $42.00

GUINAND SPLIT TIMER

234W9 7 jewels $81.60
234W10 15 jewels $85.40

Fifth-second, thirty minute register; start, stop and fly back from crown; side button for split-second hand. Nickel case



DASH MOUNT

New, highly dependable, 12 hour register timer with decimal track. Center red hand registers minutes to one hour. Black hand registers on outer decimal track

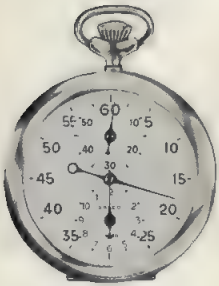
234W11 7 jewel $60.00

POCKET CHRONOGRAPH

234W12 . . . . . $74.40
234W13 As above with side slide for time out $76.80

Fifty second timing with 30 minute register. Start, stop and fly-back from crown. 17 jewels

GALLET AND GALCO 1/5 SECOND TIMERS

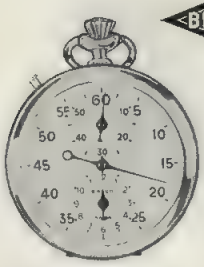


GALCO FIFTH-SECOND TIMER WITH 12-HOUR TOTALIZER

Indispensable for relay and swimming races and for extended time study

235W1 7 jewels $37.90

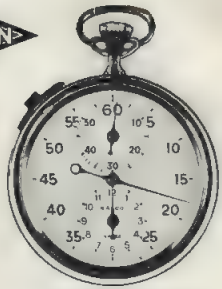
235W2 Same as above but with two sweep second hands, push button on side controls extra sweep second hand invaluable for timing two or more operations while timer continues to operate $74.40



GALCO ½ SECOND TIMER WITH 12-HOUR TOTALIZER

A combination of the regular start, stop and fly back and Football timer. A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero.

235W3 Nickel Case $40.20

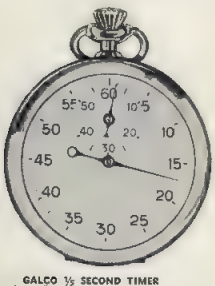


GALCO FIFTH-SECOND TIMER WITH 12-HOUR TOTALIZER

An excellent Timer for any sports contest or individual use where the "time-out" feature provided by the side slide is required. Start and stop is operated from the side slide. Pressure on crown returns both hands to zero. 60-minute register and 12-hour totalizer for long operations.

235W4 7 jewels $40.20

235W5 7 jewels 40.20



GALCO ½ SECOND TIMER

Featuring 60-minute register, 7 jewels Plain Timer, start, stop and fly back from crown.

235W6 ..... $31.20

GALCO ½ SECOND TIMER WITH TIME OUT

60-minute register. Start and stop from crown, side plunger restores hands to zero.

235W7 7 jewels $33.00

GALCO ½ SECOND TIMER WITH TIME OUT

60-minute register, 7 jewels, with side slide time out for interrupted performance.

235W8 ..... $33.00

GALLET PLAIN TIMER

An excellent timer for industrial and general sports. Long hand registers fifth of seconds and small hand minutes up to 30. Start, stop and fly back from crown, lever movement, nickel case.

235W9 GALLET 7 J $34.80

235W10 GALCO—7 J 30.60

235W11 SECURITY—1 J 18.60

235W12 GALLET—7 J, water protected case $1.00

Water-Protected Case

GALLET FOOTBALL, BASKETBALL AND BROADCASTING TIMER

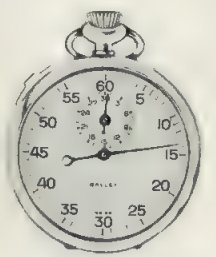
Dial reads in fifth of seconds. Has 30 Minute Register. Operation- Start and Stop watch from crown. Return all hands to zero with side button. Chrome nickel case.

235W13 GALLET 7 J $37.50

235W14 GALLET 7 J water resistant case . 54.00

235W15 GALCO 7 J 32.40

235W16 SECURITY 1 J 20.40



GALLET FOOTBALL AND BASKETBALL TIMER— IDEAL FOR BROADCASTING

Highly dependable, Fifth second, 30-minute register, fly back from crown, side slide for starting and stopping.

235W17 GALLET — with locking device ... $39.60

235W18 GALLET — without locking device . 37.50

235W19 GALCO — 7 J 32.40

235W20 SECURITY — 1 J 20.40

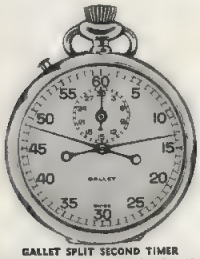
GALLET - GALCO - SECURITY TIMERS

GALLET 10-SECOND TRACK TIMER
Actual Size Illustrated.
Mostly used for short sprints. Each second divided into ten parts. Registers up to 5 minutes. Makes a complete revolution in 10 seconds.

236W1 7 jewels **$45.30**
236W2 Split 2 sweep hands **79.20**
236W3 GALCO 7 jewels (10 Min. Register) . . **40.40**

GALLET 1/10 SECOND PLAIN TIMER
Tenth-second, 15-minute register; start, stop and fly back from crown. For precise timing such as needed in track and swimming.

236W7 GALLET 7 jewels **$37.20**
236W8 GALCO 7 jewels **32.40**
236W9 SECURITY 1 jewel **20.40**



GALLET SPLIT SECOND TIMER
Proficient in measuring related activities. Fifth-second, 30-minute register; start, stop and fly back from crown; side push for the split-second hand.

236W14 GALLET 7 jewel **$71.70**
236W13 GALCO 7 jewel **64.80**

GALLET 1/100 SECOND TIMER
Large hand makes one complete revolution in three seconds. Registers up to two minutes. Ideal for auto racing.

236W4 7 jewels **$45.00**
236W5 1/50 Second Dial **41.40**

GALLET TENTH-SECOND FOOTBALL AND BASKETBALL TIMER
A combination of the regular start, stop and fly back and Football timer A pressure on the crown will consecutively start, stop and again start the timer. A pressure on the side pin will bring both hands back to zero.

236W10 GALLET 7 jewels **$39.25**
236W11 SECURITY 1 jewel **21.60**
236W12 GALLET 2¼ inch diameter . . . **42.50**

GALLET TENTH-SECOND SPLIT RELAY TIMER
This watch is particularly useful where extremely precise timing is necessary. Tenth-second, 15-minute register, start, stop and fly back from crown; side push for the split-second hand

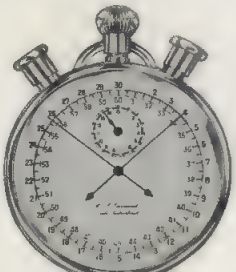
236W16 7 jewels **$73.80**
236W17 7 jewels 2¼ inch dial **75.60**

GALLET 1/100 SECOND TIMER
Sweep hand makes one revolution in one second Small hand registers to thirty seconds Large, easy to read size

236W6 11 jewels **$59.80**

GALCO 1/10 SECOND TIMER WITH TIME OUT
Start and stop from crown; side plunger restores hands to zero. 7 jewels. Features 30 minute register. All purpose sports timer.

236W12 GALCO **$34.20**



1/10 SECOND CONTINUOUS
Fine quality continuous running movement Extremely accurate, shock resistant. Isoval hairspring, unbreakable mainspring. 1/10 second, time-out, split timer

236W18 15 jewel **$110.80**

TIME STUDY AND PRODUCTION TIMERS

GUINAND DECIMAL SPLIT TIMER

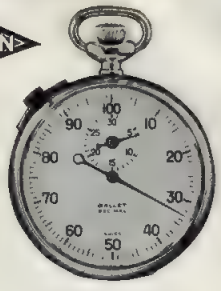
Minute divided into one hundred parts, 30 minute register, start, stop and fly back from crown, side push for the split-second hand. Continuous running movement.

237W1 Nickel Case, 7 jewels $81.60
237W2 15 Jewels, Breguet hair spring . . 95.40

GALLET DECIMAL TIMER

This dependable instrument divides the minute into 100 parts. Side slide for time out. Small hand registers revolution of long hand. Fly back from crown.

237W3 GALLET — 7 jewels $37.50
237W4 GALCO — 7 jewels 32.40



GALCO DECIMAL TIMER

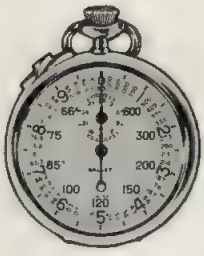
Very practical for industrial time study and rate-setting Minute divided into hundredths. Large numerals, clear face. Side slide starts and stops hands. Crown returns hands to zero.

237W5 GALLET — 7 jewels $37.50
237W6 GALCO — 7 jewels 32.40

GALLET SPLIT-SECOND TIME STUDY PRODUCTION TIMER

30-minute register; fly back from crown; side slide for time out; 7 jeweled, lever movement.

237W7 . . . . . $75.60
237W8 Decimal Dial 75.60



GALLET TIME STUDY PRODUCTION TIMER

Thirty-minute register, fly back from crown; side slide for starting and stopping. Black figures indicate pieces per hour. Red figures for decimal markings

237W9 GALLET — 7 jewels $38.80
237W10 GALCO — 7 jewels 33.60

GALCO DECIMAL AND 60-SECOND TIMER

A high grade "time-out" Timer with an easy-to-read combination dial Shows decimals of a minute as well as the usual 60 seconds. Side slide starts and stops hands. Pressure on crown brings hands back to zero.

237W11 7 jewels $33.60

GALLET SPECIAL SPLIT-SEC. TIMER (DECIMAL)

For timing single operations or progressive steps, in production. Side slide starts all 3 hands. Pressure on crown brings one sweep hand back to zero to start again immediately, while the other sweep remains at "stop-point." Pressure on push button brings both sweep hands together so they run synchronously again. Side slide stops all hands for time out.

237W12 7 jewels $77.00

GALLET TIME-OUT MINUTE DECIMAL TIMER

7 jewels. 1/1000th minute division time out for interrupted operations. Registers to four minutes.

Makes one revolution in six seconds.

237W13 7 jewels $45.80

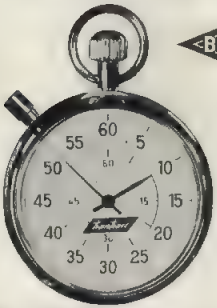
GALLET HOUR DECIMAL TIMER

Sweep hand makes one revolution in 36 seconds. Decimal point numerals indicates thousandths of an hour. Registers to 1,000 seconds.

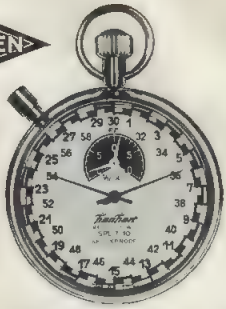
237W14 7 jewels $40.40

OUR OWN IMPORTED TIMERS

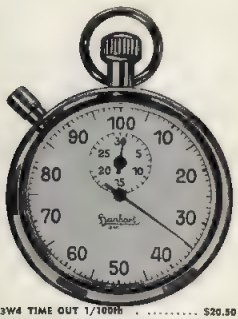
233W1 YACHTING $27.00
7 Jewel lever movement. 5 minute countdown register for accurate starting. Start, stop and fly-back from crown.



233W2 JUMPING MINUTE $34.50
7 Jewel lever movement. 1/5 second timer with 60 minute register. Time out feature. Start and stop from crown. Fly back from side. Sweep hand makes one revolution in one minute. Small sweep registers minutes but will not move until large sweep completes each minute. It will then jump to next minute register.

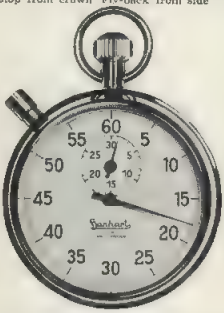


233W3 GIANT SIZE 1/10th $32.50
7 Jewel lever movement. Complete seconds are indicated by black hand on outer scale. Minutes are shown by red hand on outer scale. If minute hand stops on white then seconds are read off black scale. If minute hand stops on red then seconds are read off red scale. Tenths are read off split scale. Start and stop from crown. Fly-back from side.



233W4 TIME OUT 1/100th $20.50
Sweep hand makes one revolution per minute. Time out feature from crown. Fly back from side button. 1 Jewel movement. Water and dust resistant chrome case. Unbreakable mainspring.

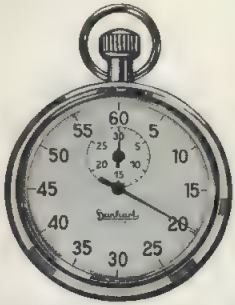
233W5 TIME OUT 1/10th $19.50
Sweep hand makes one revolution in 30 seconds. 15 minute register. 1 Jewel movement. Time out feature with start and stop from crown. Fly back from side button.



233W6 TIME OUT 1/5th $18.50
Sweep hand makes one revolution in one minute. 30 minute register. 1 Jewel movement. Start and stop from crown. Fly-back from side button.

233W7 TIME OUT 1/5th $21.00
3 Jewel movement. Sweep hand makes one revolution in one minute. 60 minute register. Time out feature with start and stop from crown. Fly back from side button.

233W8 1/10th SECOND $18.50
Sweep hand makes one revolution in 30 seconds. Each second divided into ten parts. 15 minute register. 1 Jewel movement. Start, stop and fly-back from crown.



233W9 1/5th SECOND $17.50
Sweep hand makes one revolution in one minute. Each second divided into five parts. 30 minute register. Start, stop and fly-back from crown. 1 Jewel movement.

WALTHAM

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ADVERTISED IN LIFE

All Waltham Watches have

INCABLOC Shockproof Unbreakable Mainsprings

Ultra-thin Warner Y: Super-slim deluxe watch. Gleaming yellow top case with non-corrosive back. 10K gold-filled combination adjustable expansion band. Stick-figure dial. 17 jewels. **Incabloc shockproof and unbreakable mainspring.** Stick figure dial.
9J161X2995 . . . . . Retail **$75.00**

Ultra-thin Warner W: As above, with chrome top case, steel back and band.
9J162X2550 . . . . . Retail **$65.00**

R Webster Rotatron "53" Y: 53 functional jewel self-winding waterproof* — with the most efficient automatic movement ever made! 10K yellow rolled gold plate case with non-corrosive back. 10K gold-filled adjustable expansion bracelet. Sweep second hand, luminous hands and hour dots. Built-in shock absorbers, **Incabloc shockproof and unbreakable mainspring.**
9J163X4295 . . . . . Retail **$110.00**

S Webster Rotatron "53" W: As above, chrome top case, steel back and expansion band.
9J164X3975 . . . . . Retail **$100.00**

Paxton "25": 25 jewel dress watch contoured to fit the curve of his wrist. The dignified case is all 10K yellow gold-filled with matching adjustable expansion band. Black stick-figure dial. **Shockproof with Incabloc. Unbreakable mainspring.**
9J166X3850 . . . . . Retail **$97.50**

Paxton "25" B: As above, with white dial.
9J165X3850 . . . . . Retail **$97.50**

Sea Sheridan "25" Y: 25 jewel waterproof* watch for both dress and sports wear. Bright yellow case has non-corrosive back. 10K gold-filled combination adjustable expansion band. Red sweep second hand. Luminous hour dots and hands. **Shockproof with Incabloc. Unbreakable mainspring.**
9J167X2785 . . . . . Retail **$69.50**

Sea Sheridan "25" W: As above, with chrome top case, steel back, band.
9J168X2650 . . . . . Retail **$67.50**

THIN Calendar Watch

Auto Signal Y: Self-winding and waterproof* watch tells time, date. Accurate, easy to read. Yellow case with non-corrosive back. Gold-filled expansion band. 17 jewels. **Incabloc shockproof. Unbreakable mainspring.**
9J169X4100 Retail **$105.00**

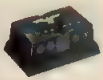
Auto Signal W: As above, chrome top case, steel back and band.
9J170X3895 Retail **$100.00**

Caballero W: Discretely debonair dress watch with luxurious continental styling. Trim white case with rich Florentine textured finish has a non-corrosive back, concealed band attachment. 10K white gold-filled expansion band. **17 Jewels. Incabloc shockproof. Unbreakable mainspring.**
9J171X2950 Retail **$75.00**

Caballero Y: As above, in yellow.
9J172X3285 . . . . . Retail **$79.50**

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Each Watch Gift Boxed



Retail prices include Federal Excise Tax; dealer's prices do not.

WALTHAM

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All Waltham Watches have

INCABLOC Shockproof Unbreakable Mainsprings

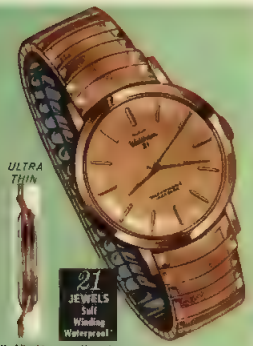
All Movement Parts Are

Lifetime Guaranteed

Against defects or breakage . . for as long as the watch is in use. No charge for material or labor to replace parts of movement.

Auto-Dater Y: Self-winding calendar watch tells time and date. Yellow waterproof* case has non-corrosive back. Expansion band. 17 Jewels. **Incabloc shockproof.**
9J121X3495.....Retail **$87.50**

Auto-Dater W: As above, in white.
9J122X3495..... Retail **$87.50**



World's thinnest self-winding watch with sweep-second hand

Ultra-thin Prescott "21": The thinnest 21 jewel self-winding waterproof* with a sweep second hand ever made! Simple masculine style. Rich champagne dial. Shiny yellow top case has stainless steel back, matching two-tone adjustable expansion band. **Shockproof with Incabloc, has unbreakable mainspring.** Lifetime guarantee on movement parts.
9J123X4795 Retail **$120.00**

Holly "25" Y: 25 Jewels. So petite it can pass thru a lady's ring. Dainty 10K yellow rolled gold plate case with non-corrosive back. Gold-filled expansion bracelet. **Incabloc shockproof, unbreakable mainspring.**
9J124X2950... . . Retail **$75.00**

Holly "25" W: As above, white.
9J125X2950.....Retail **$75.00**

E Auto Cruiser "25": 25 Jewel self-winding waterproof* dress watch with unique wrap around crystal. Modern styling. Yellow 10K gold-filled case and expansion band. Non-corrosive back. **Incabloc shockproof, unbreakable mainspring.**
9J126X4775 . . . . . .Retail **$120.00**

F Auto Braddock: Self-winding waterproof* dress watch in classic design. All steel case and combination expansion band. **Shockproof with Incabloc, unbreakable mainspring.** 17 jewel movement.
9J127X2950..... Retail **$75.00**

Golden Madeline "25" Y: 25 Jewels. Solid 14K yellow gold case with contour sculptured design. Very legible all-arabic numeral dial. 10K gold-filled adjustable expansion bracelet. Accurate movement is **shockproof with Incabloc, has an unbreakable mainspring.**
9J132X3395 Retail **$85.00**

Golden Madeline "25" W: As above, with solid 14K white gold case.
9J133X3395 Retail **$85.00**

Golden Galena "25" Y: 25 Jewels. 14K yellow gold case passes thru lady's ring. Expansion bracelet is gold-filled. **Incabloc.**
9J128X4495 Retail **$115.00**

Golden Galena "25" W: As above, 14K white gold case.
9J129X4495 Retail **$115.00**

Normandy W: Lovely dress watch. White case with stainless back. Gold-filled expansion bracelet. **Incabloc shockproof.** 17 **Jewels.**
9J131X2345 Retail **$59.50**

Normandy Y: As above, in yellow.
9J130X2345 Retail **$59.50**

Biarritz "25" Y: 25 Jewels. Stunning sports watch. Yellow rolled gold plate case, stainless back. Wide-link adjustable gold-filled bracelet. **Incabloc.**
9J134X3285 Retail **$82.50**

Biarritz "25" W: As above, in white.
9J135X3285 Retail **$82.50**

Retail prices include Federal Excise Tax; dealer's prices do not.

***Guaranteed Waterproof as long as case, crown and crystal are intact.**

WALTHAM

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INCABLOC Shockproof Unbreakable Mainsprings

Sea Commando W: Ideal watch for men in the Armed Forces! **Waterproof*** chrome top case has stainless steel back and steel expansion band. Sweep second hand and luminous hour dots and hands. Full arabic dial is easy to read. Accurate 17 jewel movement is **shockproof with Incabloc, has unbreakable mainspring.**
9J136X1795 Retail **$47.50**

Sea Commando Y: As above, with yellow case and band.
9J137X1995 Retail **$55.00**

Nurse Chloe Y: For nurses, career women, homemakers, all women at work. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled adjustable expansion bracelet. Sweep second hand. 17 Jewels. **Incabloc shockproof and unbreakable mainspring.**
9J138X2640 . . . Retail **$65.00**

Nurse Chloe W: As above, with white case and bracelet.
9J139X2640 . . . . Retail **$65.00**

Auto Salome W: Self-winding waterproof* watch for sports women, career women. Chrome top case, non-corrosive back. Steel combination adjustable expansion bracelet. Red sweep second hand. 17 jewel movement is **Incabloc and unbreakable mainspring.**
9J140X3665 Retail **$92.50**

Auto Salome Y: As above, with yellow case and bracelet.
9J141X3850 . . Retail **$97.50**

Century Rotatron "65" Y: 65 functional jewels transform every motion of wrist into accurate timekeeping energy. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled combination adjustable expansion band. Sweep second hand. Luminous hands, hour dots. **Unbreakable mainspring. Guaranteed waterproof.***
9J142X4650 . . . . . Retail **$125.00**

Century Rotatron "65" YB: As above, with **all steel waterproof*** case and expansion band. Black dial.
9J143X4650 . . . . . Retail **$120.00**

Stratford: Dignified dress watch for the distinguished man. Superbly styled case has yellow top, stainless steel back. Matching combination expansion band is 10K yellow gold filled, with leather trim. 17 jewels. **Incabloc shockproof. Unbreakable mainspring.**
9J148X2395 Retail **$59.50**

Watchlette Bazaar "25" Y: 25 Jewels. Alluring new luxury design has beauty of a dainty bracelet accuracy of a fine watch. Yellow case and bracelet has non-corrosive back. Contour design. **Incabloc shockproof, unbreakable mainspring.**
9J144X3375 . . . . . Retail **$85.00**

Watchlette Bazaar "25" W: As above in white.
9J145X3375 . . . . . Retail **$85.00**

Drusilla Y: Glamour styling at its best: Yellow teardrop shaped case, elegant in its simplicity, with non-corrosive back. Rich champagne dial. Matching 10K gold-filled mesh bracelet. **17 Jewels. Incabloc shockproof, unbreakable mainspring.**
9J146X3225 . . . . . Retail **$82.50**

Drusilla W: As above, in white.
9J147X3225 . . . . . Retail **$82.50**

*Guaranteed waterproof as long as case, crown and crystal are intact.

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Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement

A Ultra-thin Wayne "Y" 25: So smart, so slim, so handsome on his wrist. 25 Jewels. Rich yellow case with non-corrosive back. Matching textured 1/20th 10K gold filled expansion band. **Shockproof with Incabloc and unbreakable mainspring.** Modern stick dial.
9J107X3250 Retail **$82.50**

B Ultra-thin Wayne "W" 25: As above, in white.
9J108X2950 Retail **$75.00**

WALTHAM

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Felicity Y: Superb dress watch. Yellow top case, non-corrosive back. Gold-filled adjustable expansion bracelet 17 Jewels. **Incabloc. Unbreakable mainspring.**
9J109X1995 Retail **$49.95**

Felicity W: As above, in white case and bracelet.
9J110X1995 Retail **$49.95**

Ursula "25" Y: 25 Jewels. Petite style Yellow rolled gold case, non-corrosive back. Gold-filled adjustable expansion bracelet. **Incabloc. Unbreakable mainspring.**
9J111X2550 Retail **$65.00**

Ursula "25" W: As above, in white case, bracelet.
9J112X2550 Retail **$65.00**

C Marigold "25" Y: 25 Jewels Solid 14K yellow gold case, gold-filled adjustable expansion bracelet Petite style **Incabloc. Unbreakable mainspring.**
9J113X4160 Retail **$105.00**

D Marigold "25" W: As above, in 14K white gold.
9J114X4160 Retail **$105.00**

Premier Rotatron "100" Y: Waltham's finest watch in over 100 years of fine watchmaking. Most efficient **self-winding** movement ever made. 100 functional jewels. **Waterproof*** case is 1 20th 10K yellow gold-filled, has stainless steel back. Matching combination gold-filled adjustable expansion band Sweep second hand and luminous hands and hour dots. Ultra-accurate, advanced design movement has built-in shock-absorbers, **unbreakable mainspring.** A superb gift!
9J115X6350 Retail **$160.00**

Excelsior Rotatron "100" W: As above, with all steel case and combination expansion band.
9J116X5550 Retail **$140.00**
*Guaranteed waterproof as long as case, crown and crystal are intact.

Moor "25": 25 Jewel dress watch. Yellow rolled gold case with stainless steel back. Textured gold-filled expansion band and black dial. **Shockproof with Incabloc. Unbreakable mainspring.**
9J117X2795 Retail **$69.50**

Sir Moor "25": As above, with white dial, yellow case.
9J118X2795 . . . . . Retail **$69.50**

Diamond Rhodes W: Very distinguished man's watch with 4 genuine diamonds set in dial. Gleaming white waterproof* case with steel back. Adjustable expansion band. 17 Jewels, **Incabloc shockproof. Non-break mainspring.**
9J119X3995 Retail **$100.00**

Diamond Rhodes Y: As above, in yellow.
9J120X3995 . . . . . Retail **$100.00**

Each Watch *Gift Boxed*

Retail prices include Federal Excise Tax; dealer's prices do not.

WALTHAM

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All Waltham Watches have

INCABLOC Shockproof

Unbreakable Mainsprings

Each Watch Gift Boxed

All Movement Parts Are

Lifetime Guaranteed

Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement.

Muriel "25" Y: 25 Jewels. Sweetly petite and dainty. 10K yellow rolled gold plate case has non-corrosive back. Graceful tear-drop styling. 10K gold-filled adjustable expansion bracelet completes lovely effect. **Incabloc shockproof. Unbreakable mainspring.**
9J173X3150 . . Retail **$79.50**

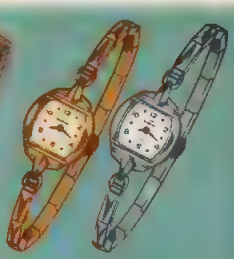
Muriel "25" W: As above, in white case and bracelet.
9J174X3150 . . Retail **$79.50**

Watchlette Diamond Nell "25" W: 25 jewels. Two diamonds set in a stunning bracelet watch. White case and bracelet with non-corrosive back. **Incabloc shockproof and unbreakable mainspring.**
9J175X3850 . . . . . Retail **$97.50**

Watchlette Diamond Nell "25" Y: Same as above, in yellow.
9J176X3850 . . . . . Retail **$97.50**

Sea Nymph W: Waterproof* lady's watch for casual or dress wear. All steel case, adjustable expansion bracelet. Sweep second hand, luminous hands, hour dots. 17 jewels. **Incabloc shockproof and unbreakable mainspring.**
9J177X2975 . . . . . Retail **$75.00**

Sea Nymph Y: As above, in yellow.
9J178X2975 . . . . . Retail **$75.00**



Marietta Y: Charming classic dress watch, demurely styled. Sculptured yellow case has non-corrosive back. 10K gold-filled expansion bracelet. 17 jewels. **Incabloc shockproof, non-break mainspring.**
9J179X1910 . . . Retail **$49.50**

Marietta W: As above, in white.
9J180X1910 . . . . Retail **$49.50**

T Diamond Judith: 12 sparkling diamonds total weight, quarter carat—set in a lovely case of 10K white rolled gold plate. Non-corrosive back. Gold-filled mesh cord bracelet. **17 Jewels. Incabloc shockproof, unbreakable mainspring.**
9J181X4000 . . . . . Retail **$215.00**

U Diamond Marlena: 18 dazzling diamonds with a total weight of one half carat bedeck a delightful case of solid 14K white gold. Gold-filled wide mesh bracelet. **17 jewels. Shockproof with Incabloc. Unbreakable mainspring.**
8F599X17000 . . . . . Retail **$425.00**

V Diamond Kate: Brilliant splendor of **40 blazing diamonds** with a total weight of a full carat. Superbly elegant case of solid 14K white gold. Black silk cord bracelet with safety catch. **17 Jewels. Shockproof with Incabloc, unbreakable mainspring.**
8F600X28500 . . . . . Retail **$725.00**

Diamond Century "25": 100 fiery diamonds combined in a design of supremely gorgeous elegance. Delicately graceful swirl style case and bracelet of solid 14K white gold. **25 jewel** movement is as accurate as this watch is beautiful. **Shockproof with Incabloc. Unbreakable mainspring.** Gift boxed.
8F601X33000 Ret **$825.00**

W Diamond Imperial: Fabulously beautiful dress watch with **4 brilliant diamonds** set in case of 10K white rolled gold plate. Non-corrosive back. Gold-filled wide mesh bracelet. 17 jewel movement is **shockproof with Incabloc, has unbreakable mainspring.** New fashion glamor!
9J182X4195 . . . . . Retail **$105.00**

X Watchlette Kathleen Y: Delightfully youthful style Combination bracelet and watch. Gleaming yellow top case and bracelet with non-corrosive back. 17 jewel movement has **unbreakable mainspring. Incabloc shockproof.**
9J183X2795 . . . . . Retail **$69.50**

Watchlette Kathleen W: As above, in white.
9J184X2795 . . . . . Retail **$69.50**

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail prices include Federal Excise Tax; dealer's prices do not.

ELGIN

the finest name in top quality jeweled watches

Retail Prices Do Not Include Federal Excise Tax

EXPLORER

1608W2750—Neatly styled, 19 jewel Elgin watch. Guaranteed shockproof DuraBalance for accurate, long lasting service. Classic Yellow top, Stainless Steel back case. A serviceable watch at a moderate price. Sweep second hand. **Retail $39.95**

GREGORY

1562W3795 — Classic, natural 10K Rolled Gold Plate model. Steel back. To be worn with pride by the discerning man. 19 jewel Elgin, crafted with meticulous care, guaranteed shock-resistant DuraBalance. Dura-Power mainspring. Expansion band. **Retail $59.50**

1642W4795 — Same as above with **Black** dial as illustrated. **Retail $59.50**

DRAKE

1502W3795—Modern 19 jewel, shock-resistant movement for accurate service. Guaranteed unbreakable DuraPower mainspring. 10K natural Gold-Filled top, Steel back case. Raised Gold markers on dial. Expansion band. **Retail $59.50**

SPENCER

1563W4195—Handsome 19 jewel movement with unbreakable DuraPower mainspring. Guaranteed shock-resistant DuraBalance. 10K natural Gold-Filled case. Expansion band accentuates modern design of case. **Retail $71.50**

ELGIN GUARANTEE

Every Elgin watch is guaranteed against original defects at factory name-plate and workmanship. Each jewel will be serviced by Elgin National Watch Company, Chicago, or the nearest one authorized Elgin-Elgin watches with 25 or more jewels, 50 and more, 100 and more, are guaranteed against defective manufacture and as unbreakable mainsprings, during the life of the watch, under the conditions above. Defective staff balance jewels in DuraPower mainspring barrel as normal service may not be exchanged by Elgin National Watch Company. Your Elgin is the only American-made watch backed by such guarantees of quality.

Service under terms of the above guarantee will be performed free. Make sure any Elgin watch presented to the factory for service or repair other than Duraflame or DuraBalance is subject to a nominal charge for handling, postage and insurance.

Every ELGIN has the GUARANTEED DURAPOWER MAINSPRING

NORRIS

1609W2695—Highly fashioned rectangular shape—designed to be in style for any occasion. 19 jewels. Guaranteed shockproof DuraBalance. Yellow top, Stainless Steel back case. Sweep second hand. Matching expansion band. **Retail $39.95**

MARTINEZ

1678W3195—Rich, disciplined, exacting design in 10K yellow rolled gold plate top and stainless steel back and raised ring contour expansion band. 17 jewel, Shock resistant, Unbreakable mainspring. **Retail $49.95**

ORLANDO

1589W2695 — An aristocratic style in a handsome 19 jewel Elgin dress model. Shock resistant DuraPower mainspring guaranteed never to break. 10K natural Rolled Gold Plate top, Stainless Steel back case. Swank matching expansion bracelet. **Retail $55.95**

1590W2695 — Same as above in White Rolled Gold Plate top, Stainless Steel back case. **Retail $55.95**

THORNDALE

1561W3197 — Extremely accurate, 19 jewel Elgin DuraPower mainspring. Natural 10K Rolled Gold Plate top, Steel back. Guaranteed shock resistant DuraBalance. Fashionable expansion bracelet. A serviceable watch at a moderate price. **Retail $49.95**

MONEY CLIP

1679W4375—Time and money in a money clip pocket watch. Case is 10K rolled gold plated top with stainless steel back. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Yellow money clip attached. **Retail $49.95**

LAPEL WATCH ▶

1680W3375—Distinctive dress lapel watch. Size and thickness of a wrist watch. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. DuraPower mainspring. 10K yellow rolled gold case. Link chain and lapel button. **Retail $49.95**

Elgin . . . Maximum Quality at a Minimum Cost

★ AMERICAN MADE

ELGIN YACHTSMAN WATCHES

SEALED WATERPROOF* CASES

★ 19 JEWEL DEPENDABLE MOVEMENTS
★ ANTI-MAGNETIC
★ DUSTPROOF

YACHTSMAN "A"
1643W3795 Modern masculinity in a trim Elgin timepiece. 19 jewels. Guaranteed shockproof DuraBalance. 10K natural rolled Gold Plate top Stainless Steel back water proof* case. Sweep second hand. Retail $59.50

Effective Shock Protection

All Shockproof Elgin watches have Elgin's exclusive DuraBalance Shock-Saver, made of the same unbreakable alloy as the famous DuraPower mainspring.

YACHTSMAN "E"
1611W2895 Rugged design in water proof* all Stainless Steel case. 19 jewel Elgin movement. Guaranteed shockproof DuraBalance. Sweep second hand. Magnificently masculine expansion band. Retail $45.00

Elgin Prices Do Not Include Federal Excise Tax

Every Elgin watch comes beautifully gift boxed in this new modern design.

YACHTSMAN "F" A distinctive note for the distinguished man. Precision crafted to attain the heights of accurate timekeeping. 19 jewels. 10K natural rolled Gold Plate top Stainless Steel back one piece waterproof* case. Sweep second hand. 1643W3795 Retail $59.50

YACHTSMAN "C"
1646W4178 — A style design to please the most fastidious. Neatly executed in a 10K natural rolled Gold Plate top, Stainless Steel back one piece waterproof* case. Luminous dial. Sweep second hand. Matching expansion band. 19 jewel movement. Retail $69.50

*Waterproof—When case, crown and crystal are intact.

UNBREAKABLE MAINSPRING

YACHTSMAN "H" Chic simplicity. 19 jewel Elgin movement. Guaranteed shockproof DuraBalance. Yellow top Stainless Steel back one piece waterproof* case. Sweep second hand. Handsome expansion band. 1613W3195 Retail $49.95

YACHTSMAN "D" Ultra thin Elgin of outstanding style. Stainless Steel, one-piece waterproof* case. The watch that's built for hard wear! Guaranteed shockproof DuraBalance. Sweep second hand. Elegant strap. 19 jewels. 1612W2750 ..... Retail $39.95

SKINDIVER
1681W4995 17 jewels. Shock resistant unbreakable mainspring. Self winding. Withstands water pressure up to 500 feet in depth. Unbreakable waterproof* crown. Elapsed time indicator. Stainless steel case. Highly luminous dial. Strap. Retail $79.50

DATEMASTER "C"
1682W3995 17 jewels. Shock resistant unbreakable mainspring. Self winding. Shock resistant watch. Stainless steel waterproof* case. Sweep second hand. Luminous dial. Studded Twist-O-Flex expansion band. Retail $59.50

Matchless Beauty Coupled With Precision Accuracy

(A) 1647W10500—Delightful styling in white gold set with eight diamonds. 10K white gold case. 19 jewels. Adjusted. Guaranteed shock proof DuraBalance. Nylon cord **Retail $150.00**

(B) 1648W7450—4 diamonds. 10K white gold case. 19 jeweled movement. Adjusted. Guaranteed shock proof DuraBalance. Nylon cord **Retail $125.00**

(C) 1649W8950—10K white gold and six diamonds. 19 jeweled movement. Adjusted. Guaranteed shock proof DuraBalance. Nylon cord **Retail $150.00**

(D) 1650W12000—12 diamonds enchant the 10k white gold case. 19 jeweled movement adjusted. Guaranteed shock proof DuraBalance. Nylon cord **Retail $200.00**

(E) 1651W6595—Dramatic styling by Elgin in yellow gold with 2 diamonds. 10K yellow gold case. 19 jewels. Guaranteed shock proof DuraBalance. Bracelet. **Retail $110.00**

1652W6595 — White 10K gold case and Bracelet in harmonizing design. **Retail $110.00**

(F) 1653W9500—White gold with six diamonds. 10K white gold case. Bracelet with safety chain. 19 jeweled movement. Guaranteed shock proof DuraBalance. **Retail $160.00**

(G) 1654W10950—Yellow gold with eight diamonds. 19 jeweled movement. 10K yellow gold case. Patterned bracelet. Guaranteed shock proof DuraBalance **Retail $185.00**

1655W10950—10K white gold, 8 diamonds. Bracelet . . . . . **Retail $185.00**

(H) 1656W12500—White gold set with 12 diamonds. 10K white gold case. Bracelet. 19 jeweled movement. Guaranteed shock proof DuraBalance . . . . **Retail $210.00**

(J) 1657W9500—Yellow gold set with 6 diamonds. 10K yellow gold case. Attractive bracelet. 19 jeweled movement. Guaranteed shock proof DuraBalance **Retail $160.00**

(K) 1658W7950—Four diamonds in white gold. 10K white gold case. Patterned bracelet. 19 jewels. Guaranteed shock proof DuraBalance . **Retail $135.00**

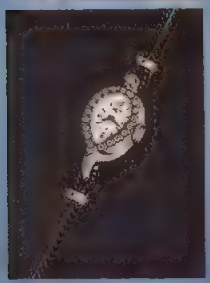
1659W7950—10K yellow gold, 4 diamonds. Bracelet . . . **Retail $135.00**

Give the ultimate in beautiful timepieces ...an Elgin diamond set watch

When you select a diamond watch . . . choose Elgin . . . a superb timepiece set with diamonds carefully selected for their brilliance and value.

◀ ANGELA

1660W5500—A hint of a swirl in silver lugs is formed by diamonds on white gold 10K white gold filled case with lovely lugs. Dainty bracelet. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Retail $89.50



CAPRI I

1622W8950 Seven diamonds set in 10K white rolled gold plated bezel with silver lugs. Stainless steel back. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Cord. Retail $150.00

BRACELETTE

1568W4195 Possessed by time, two diamonds on silver in sharp relief. 10K white rolled gold plated bezel with silver lugs and stainless steel back. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Retail $69.50

1623W4195—As above in 10K yellow rolled gold plated bezel. Retail $68.50

SONATA I ▶

1661W5950 Six diamonds set in silver on white gold 10K white rolled gold plated bezel with silver lugs Stainless steel back. 19 jeweled adjusted movement Guaranteed shock proof DuraBalance. Cord. Retail $100.00

Prices Do Not Include 10% Federal Excise Tax.

All Elgins are beautifully packaged in attractive, modern gift boxes.

SONATA II

662W7460—Magic in mood rhythmic in diamonds silver and gold. Eight diamonds 14K white rolled gold plated bezel with silver lugs Stainless steel back. 19 jewelled adjusted movement Guaranteed shock proof DuraBalance Cord. Retail $125.00

SONATA III

1663W8950 Eight diamond bright time. Sixteen diamonds 14K white rolled gold plated bezel with silver lugs. Stainless steel back. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance Cord

Retail $150.00

SONATA IV

1684W4195 Set with eight diamonds on white gold Matching expansion bracelet 14K white rolled gold plated bezel and stainless steel back. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance Retail $69.50

1685W5500—Same as above with five diamonds

Retail $89.50

CAPRI II

1668W4295 Clear as a rain drop. Two diamonds set in silver on gold 10K white rolled gold plated bezel with silver lugs 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Attractive bracelet

Retail $69.50

GAYETY

1667W3795 Bright in appearance merry in color. Two diamond set in silver lugs 10K white rolled gold plated bezel. Stainless steel back. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Matching bracelet

Retail $59.50

DAR A

1668W3195 Large wreath of exotic gold coins two diamonds set in silver on yellow gold 10K yellow rolled gold plate bezel with silver lugs Stainless steel back 17 jeweled shock resist ant movement Matching bracelet.

Retail $49.95

1669W4195 Same as above but 14K white rolled gold plated bezel Retail $49.95

Newest Ideas in Fine Watch Design

ELGIN
the most beautiful way to tell time

SONATA V

1670W4192—An Evening melody reflected in two diamonds set in silver on yellow gold 10 Kt. Yellow rolled gold plated bezel with silver lugs. Stainless steel back, 19 Jewelled adjusted movement. Guaranteed shock-proof DuraBalance Expansion bracelet
Retail $69.50

BRACELETTE

1629W3195—Elegant bangle model for the modern Miss. Guaranteed shockproof DuraBalance. Yellow top stainless steel back case with attached bracelet. Purposely designed to complement the smartest attire
Retail $49.95

- Accurate
- Beautiful
- Dependable

PALLA

1630W 2695—A fabulous creation of modern loveliness is this delicate and simply styled Elgin. 19 Jewel movement has a guaranteed shockproof DuraBalance. 10 Kt. White Rolled Gold plate case with stainless steel back and matching expansion bracelet.
Retail $69.95

LORNA

1671W4195 — A remembrance of time traditional in 14 Kt. white gold. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. Mesh bracelet
Retail $71.50

SO TINY...
Women's petite watches are tiny enough to pass through a wedding ring

BRACELETTE

1557W3195—10 Kt. natural rolled gold plate top, stainless steel back case 19 Jewel movement insures accuracy at all times. Shock resistant DuraPower mainspring guaranteed never to break
Retail $49.95

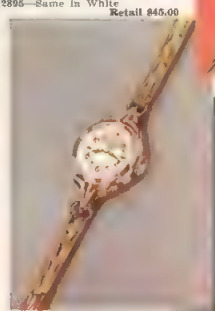
1556W 3195—Same as above in White
Retail $49.95

1599W 2695 — Nadeen. 10 Kt. White Rolled Gold plate with stainless steel back, 19 Jewel Elgin movement Guaranteed shockproof DuraBalance. Expansion bracelet
Retail $35.95

1642W 2695 Same in Yellow
Retail $35.95

1554W 2895—Nancy 19 Jewels. 10 Kt. natural Rolled Gold plate top, stainless steel back case. Guaranteed shock-resistant DuraBalance DuraPower mainspring
Retail $45.00

1555W 2895—Same in White
Retail $45.00

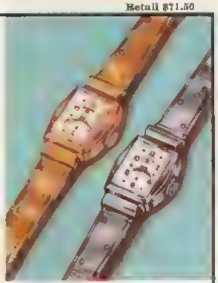


PRUDENCE

1581W 3795 Exciting and bewitching in a delightfully styled natural 10 Kt. Yellow Rolled Gold plate top stainless steel back case. 19 Jewel precision watch. Shock resistant DuraPower mainspring. Matching expansion band
Retail $69.50

1572W 3795 Same as above in 10 Kt. White Rolled Gold plate case.
Retail $69.50

1603W4195 — Corinne Nurse watch Waterproof case (non-magnetic) stainless steel 17 jewel shock resistant movement. 10 Kt. natural Rolled Gold plate case and back. Swiss movement
Retail $69.50



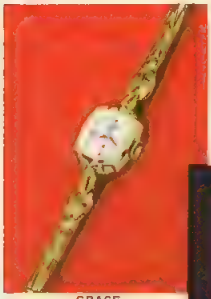
FASCINATION SERIES — Exciting New Designs

1672W2695 — Allures with charm 10 Kt rolled gold plated bezel with attached bracelet. Stainless steel back. 17 Jewels. Guaranteed shock proof DuraBalance. **Retail $39.95**

1673W4195 — Attracts the eye and captivates admiration 10 Kt white rolled gold plated bezel. Stainless steel back 19 jewel adjusted movement. Bracelet **Retail $69.50**
1674W4195—Same as above but yellow **Retail $69.50**

ELGIN for Tomorrow's Look in Watches!

Illustrations Slightly Reduced from Actual Size



GRACE

1513W3195—Highly accurate, 19 Jewel movement. Shock-resistant DuraPower mainspring. 10 Kt. natural Rolled Gold plate, steel back case. Styled dial with raised Gold figures and markers. High curved crystal. Expansion bracelet. **Retail $49.95**

1602W3195—Same as above in 10K White Rolled Gold plate, steel back case. **Retail $49.95**

CAPRICE ▶

Dependable 19 Jewel movement set in daintily sculptured 10K natural rolled Gold plate top, Stainless Steel back case. Raised Gold figures on dial. Flat crystal. Tubular expansion bracelet. Shock resistant.

1588W3195 . . . . . **Retail $49.95**

Same as above in 10K White rolled Gold plate top, Stainless Steel back case.

1633W3195 **Retail $49.95**

MAGNOLIA

Gracious design. 19 jeweled adjusted movement. Guaranteed shockproof DuraBalance. DuraPower mainspring. 10K natural rolled Gold plate top, stainless steel back case. Expansion bracelet.

1586W3195 **Retail $49.95**

ADRIENNE

19 jewels. 10K natural Gold-filled highly lapped case. DuraPower mainspring. Styled dial with raised Gold figures and markers. Flat crystal. Shock resistant DuraBalance. Attractive expansion bracelet.

1526W3795 **Retail $89.50**

JANET

A captivating example of modern design with delightfully soft sculptured lines. This 10K White Gold filled beauty will please the most fastidious. Harmonizing expansion bracelet. 19 jewels. Guaranteed shockproof DuraBalance.

1634W4095 . . . . . **Retail $79.50**

BROOKHAVEN

Dependable, 19 jewel Elgin. 10K natural rolled Gold plate top, steel back case. Guaranteed shock resistant DuraBalance. DuraPower mainspring. Matching expansion bracelet.

1525W4175 . . . . . **Retail $69.50**

Same as above in 10K White rolled Gold plate top, steel back case.

1635W4175 **Retail $69.50**

MARLENE

1676W2750—A happy expression of time with a 19 jeweled adjusted movement. 10K white rolled gold plated bezel and stainless steel back. Guaranteed shock proof DuraBalance. Bracelet.

Retail $39.95

1676W2750—Same as above but 10K yellow rolled gold plated bezel.

Retail $39.95

BROOKDALE

Stunningly designed 19 jewel watch for the glamorous lady. Splendidly modeled case with natural 10K rolled Gold plate top, steel back. Shock resistant DuraBalance. DuraPower mainspring. Petite expansion band.

1503W2695 . . . . . **Retail $39.95**

LYNN

Captivating charm is expressed eloquently in this Natural 14K Gold case. 19 jewel movement. Armor edged mesh band.

1636W5950. . . . . **Retail $100.00**

Same as above in 14K White Gold case.

1637W5950 . . . . **Retail $100.00**

ADELINE ◀

1677W3795—A noble exemplar of correctness. 10K yellow gold filled case with expansion bracelet. 19 jeweled adjusted movement. Guaranteed shock proof DuraBalance. **Retail $89.50**

All Elgins are beautifully packaged in attractive, modern gift boxes

SANDRA ▶

Sophisticated loveliness is exemplified by this treasure of proud femininity! 19 jewel shockproof DuraBalance. Delicately entwined end arrangement is enhanced by gracefully contoured band. 10K White Gold case.

1639W5390 . . . **Retail $89.50**

Same as above in 10K natural Gold case.

1640W5390 . **Retail $89.50**

SpearPoint BY CLEARY

WAGONS

A DELUXE NEW FRONTIER INDIAN NAME LINE THAT HAS PLENTY OF GO! AND PLENTY OF PROFITS

Exciting!...

Cleary Manufacturing Company proudly presents the truly modern version of a 2,000 year old product. Here is a complete wagon line, with superb engineering . . . a masterpiece of American craftsmanship to stimulate every young "Indian" brave or maiden.

Different!...

Incomparable in performance, the SPEARPOINT is a deluxe line. Unmatched in efficiency, it is made for years of enjoyment. These wagons are designed by automotive stylists, engineered by specialists and produced by skilled workmen in our huge modern plant.

THE NEW CLEARY PLANT
MT. CLEMENS, MICHIGAN

SpearPoint BY CLEARY — A Complete

All New for You!

FRONTIER DAYS COME ALIVE FOR YOUNG TRAVELERS WITH THE FRONTIER COVERED WAGON!

Authentic scaled down version of the old western mode of travel. Perfect promotional item for kids from their first wheel toy to teen days! Ties in with today's TV-MINDED youngsters . . . opens new, exciting playtime vistas for kids.

Here's the wagon that puts the driver in the buckboard seat.

Expands your wheel goods profit potential as it has never been expanded before.

MODEL NO. 8000
COVERED WAGON

BODY Extra wide and heavy — 42" x 16" x 4", clear lacquered solid oak construction removable
OVERALL HEIGHT: 41" tall
WHEELS Extra heavy duty bark brown spokes (Front 10" dia. — Rear 16" Dia.)
TIRES Front 10" x 1¼" . Rear 16" x 1¼"
HUB CAPS: Large Bark brown enamel
HANDLE AND GRIP Patented hook-on type with white plastic grip
UNDERCARRIAGE. Stamped steel — baked black enamel
PACKED. Individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $34.95

MODEL NO. 1000
TENDERFOOT

BODY- Smoothly rounded — 15" x 8" x 2" — 2-tone metallic finish
WHEELS 3½" x ½" — white high impact polypropylene spoked ribs
HANDLE AND GRIP One piece seamless steel construction
UNDERCARRIAGE Stamped steel, with baked black enamel
PACKED. Individually boxed — 12 to master carton
LIST PRICE $2.25.

MODEL NO. 3000
BUFFALO HUNTER

BODY Smoothly rounded — 21¾" x 11¾" x 2½" — 2-tone metallic finish
WHEELS 5½" Double disc, baked sleek white enamel finish self-lubricating — steel sleeve bearings
TIRES: ⅞" solid moulded automotive type lifetime rubber
HANDLE AND GRIP One piece seamless steel construction
UNDERCARRIAGE: Stamped steel, with baked black enamel.
PACKED Individually boxed — 6 to master carton
LIST PRICE: $4.35.

Selection FOR EVERY BRAVE OR MAIDEN

The CLEARY SPEARPOINT WAGON offers every franchised dealer a powerful, year 'round profit line that builds traffic and makes sales. Every wagon is designed with many exclusive features that are precision engineered to insure the dealer against servicing troubles! This type of performance wins repeat business from parents and enthusiastic acclaim from youngsters! Latch on to a line you'll be proud to merchandise! SPEARPOINT is supported by aggressive national advertising and promotions in magazines, newspapers and TV. It will open your doors to youngsters for years to come . . . WE'LL SHOW YOU HOW . . . TO MAKE PROFITS!

MODEL NO. 5000 TOMAHAWK

BODY: Smoothly rounded — 28" x 14½" x 3¼" — 2-tone metallic finish.
WHEELS: 7" Double disc with lifetime oil impregnated sintered self-lubricating shoulder bearings. Baked sleek white enamel finish.
HUB CAPS. Bright, metallic finish.
TIRES: 1¾" Semi-pneumatic automotive type lifetime rubber.
HANDLE: Patented hook-on type with plastic grip.
UNDERCARRIAGE Stamped steel, with baked black enamel.
PACKED: Individually boxed in smart 2-color self-merchandising carton with easy carry die cut handle.
LIST PRICE. $8.75

MODEL NO. 7000 WARRIOR

BODY: Smoothly rounded — 35" x 17½" x 4¼" — 2-tone metallic finish.
WHEELS 10" Double disc, with lifetime oil impregnated sintered self-lubricating shoulder bearings. Baked sleek white enamel finish.
HUB CAPS. Bright metallic finish.
TIRES: 1⅝" semi-pneumatic puncture-proof automotive type, lifetime rubber.
HANDLE Patented hook-on type with white plastic grip.
UNDERCARRIAGE. Stamped steel, with baked black enamel.
PACKED Individually boxed in smart 2-color self-merchandising carton with easy carry die cut handle.
LIST PRICE. $13.95.

MODEL NO. 5001 FLAMING ARROW

BODY Smoothly rounded — 28" x 14½ ' x 3¼" 2-tone metallic finish.
SAFETY RAIL: Convertible pat appl for, contoured heavy gauge steel. Large dia. welded seamless tubing — satin krome finish.
WHEELS: 7" Double disc with lifetime oil impregnated sintered self-lubricating shoulder bearings. Baked sleek white enamel finish.
HUB CAPS Bright metallic finish.
TIRES: 1¾", semi-pneumatic automotive type lifetime rubber.
HANDLE Patented hook-on type with plastic grip.
PACKED: Individually boxed in smart 2-color self-merchandising carton with easy carry die cut handle.
LIST PRICE. $11.65.

MODEL NO. 7001 CHIEFTAIN

BODY Smoothly rounded — 35" x 17½" x 4¼" — 2-tone metallic finish.
SAFETY RAIL Convertible, pat. appl. for, contoured heavy gauge steel large dia welded seamless tubing — satin krome finish.
WHEELS: 10" Double disc, with lifetime oil impregnated sintered self-lubricating shoulder bearings. Baked sleek white enamel finish.
HUB CAPS Bright metallic finish.
TIRES 1⅝" semi-pneumatic puncture-proof white wall automotive type, lifetime rubber.
HANDLE Patented hook-on type with white plastic grip.
UNDERCARRIAGE Stamped steel, with baked black enamel.
PACKED: Individually boxed in smart 2-color self-merchandising carton with easy carry die cut handle.
LIST PRICE: $17.65

WAGONS ARE NATIONALLY ADVERTISED

How!

NEWSPAPERS

CIRCULARS

MAGAZINES

TRADE PAPERS

TV

RADIO

The success story of the CLEARY SPEARPOINT WAGON stems from its unique ability to fit every age groups individual height requirements. The SPEARPOINT is unequalled in the special features that are illustrated on this page. Analyze the quality and rugged construction of the details listed. This is a profit making line.

ALL SPEARPOINT WAGONS have a distinctive "nose cone" for added strength and rigidity, and are painted with a SPEARPOINT motif to add to its styling. Every wagon has a rain spout hole to eliminate rust-out and water build-up.

HOOK-ON HANDLE: Unique enough to be patented. Offers a real double purpose grip that makes wagon steering easier, having the plus value of a hook to attach to another wagon or bike for extra fun. Heavy sturdy construction, complete with easy grip white plastic handle

rain spout

LOCKED IN PAINT

Produced with a life long appliance finish, through a patented Oakiet Cryscoat 5 stage phosphate process. They are beautifully finished in 3 smart colors: Colorado Red, Royal Canadian Blue, Pine Valley Green plus a Snow-White trim. All parts are non-toxic and non-fading.

SAFETY RAIL

Another new patent app. for item. An added feature to eliminate the hazard of totes tumbling out. Can be used for show or work, detachable . . . made of contoured heavy gauge seamless tubing, satin chrome finish . . .

BEARINGS

Manufactured to aircraft tolerances to assure arrowtrue alignment. Has lifetime oil impregnated sintered self-lubricating shoulder bearings. Imperious to rust.

WHEELS AND TIRES

Both made for trouble free miles of play or work. Wheels are heavy gauge welded double disc steel. Tires are automotive type; semi-pneumatic or solid molded heavy duty lifetime rubber, with a "TRAIL HAZARD GUARANTEE."

WE OFFER SALES AIDS TO HELP YOU, TOO!

Catalog sheets, electro plates, glossy prints, printer's proofs, Radio spots and newspaper mats are available for local consumer advertising.

RACK 'EM! STACK 'EM! SELL 'EM!

SPECIAL DISPLAY FIXTURES

Available on request, easy to adjust and set up wagons in minutes . . . aids self-selection — one wagon takes minimum floor space.

CARRY HOME BOX

Individually packaged, die cut handle, in a smart white corrugated 2 color promotional carton. Has plenty of eye appeal to merchandise and stock as a display in any part of your store.

DISTRIBUTED BY

CLEARY

532 CASS AVENUE, MT. CLEMENS, MICHIGAN

LITHO IN

CLEARY WILL PUT YOU ON THE ROAD TO PROFITS!

MODEL NO. 100 LITTLE CHIEF

BODY Smoothly rounded 15" x 8" x 2
WHEELS 3½" x 1½" — white high impact polypropylene spoked ribs
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel — baked black enamel
PACKED individually packaged—12 to master carton
LIST PRICE $1.98

MODEL NO. 300 RUNNING BRAVE

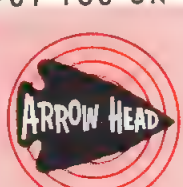
BODY Smoothly rounded 21⅜" x 11⅜" x 2½"
WHEELS 5" — double disc, self lubricating steel sleeve bearings Baked white enamel finish
TIRES ½" — solid moulded automotive type, life time rubber
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel — baked black enamel
PACKED individually packaged—6 to master carton
LIST PRICE $3.29

MODEL NO. 500 NAVAHO RIDER

BODY Smoothly rounded - 28" x 14" x 3¼"
WHEELS 7" — double disc, with lifetime oil impregnated sintered self lubricating shoulder bearings Baked white enamel finish
TIRES ¾" — solid moulded automotive type, life time rubber
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel — baked black enamel
PACKED individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $7.75

MODEL NO. 501 APACHE SCOUT

BODY Smoothly rounded — 28" x 14½" x 3½"
SAFETY RAIL Convertible, pat. app. for, contoured heavy gauge steel, large diameter, welded seamless tubing
WHEELS 7" — double disc with lifetime oil impregnated sintered self lubricating shoulder bearings Baked white enamel finish
TIRES ¾" — solid moulded automotive type, lifetime rubber
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel — baked black enamel
PACKED individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $10.55



CLEARY OFFERS *Exclusive* QUALITY FEATURES TO BACK UP YOUR SALES!

- **Pat. app. for, convertible, sturdy railing for smartness and safety.**
- **Automotive type, lifetime rubber tires.**
- **All metal given a special Oakite phosphate treatment to assure a smooth, long-lasting paint finish . . . to resist rust and prevent paint from peeling where surface has been accidentally damaged.**
- **Available in Cardinal Red, non-toxic, non-fading — automotive baked enamel.**
- **Lifetime oil impregnated sintered bearings.**
- **Self lubricating.**
- **Simple assembly.**
- **Individually boxed with easy carry handle.**

MODEL NO. 800 WOODSMAN

BODY Extra wide and heavy — 36" x 16" x 11½". Extra deep when stakes are on. Clear lacquered solid oak construction. Removable racks (brown bark color)
WHEELS 9" — double disc, with lifetime oil impregnated sintered self lubricating shoulder bearings Baked white enamel finish
TIRES 3½" — solid, puncture-proof, automotive type, lifetime rubber
HUB CAPS Large — bark brown enamel
HANDLE AND GRIP Patented hook-on type with plastic grip
UNDERCARRIAGE Stamped steel — baked black enamel
PACKED Individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $25.65

MODEL NO. 700 BIG CHIEF

BODY Smoothly rounded 35" x 17" x 4 4
WHEELS 9" — double disc, with lifetime oil impregnated sintered self lubricating shoulder bearings Baked white enamel finish
TIRES 3½" — solid puncture-proof automotive type, lifetime rubber
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel baked black enamel
PACKED Individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $11.50

MODEL NO. 701 FLYING RED BIRD

BODY Smoothly rounded 35" x 17½" x 4¼"
SAFETY RAIL Convertible, pat. app. for, contoured heavy gauge steel, large diameter, welded seamless tubing
WHEELS 9" — double disc, with lifetime oil impregnated sintered self lubricating shoulder bearings Baked white enamel finish
TIRES 3½" — solid, puncture-proof, automotive type, lifetime rubber
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel — baked black enamel
PACKED Individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $14.98

MODEL NO. 702 HAPPY WARRIOR

BODY Smoothly rounded - 35" x 17½" x 4¼"
WHEELS 10" — double disc, with lifetime oil impregnated sintered self lubricating shoulder bearings Baked white enamel finish
TIRES 1" — semi pneumatic, puncture-proof, automotive type, lifetime rubber
HANDLE AND GRIP One piece seamless welded steel construction
UNDERCARRIAGE Stamped steel baked black enamel
PACKED individually boxed in smart 2 color self merchandising carton with easy carry die cut handle
LIST PRICE $12.98

LITHO IN U

CLEARY 332 CASS AVE. • MT. CLEMENS, MICHIGAN

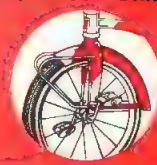
CLEARY

is on the GO...with

EXCLUSIVE DESIGNS - DELUXE QUALITY - BRILLIANT FINISHES

SAFETY ENGINEERED
Smart new frame . . . has wide step plate with unique oval design for non-slip foot grip.

LOCKED-IN-PAINT
Life - long appliance finish, through a patented OAKITE CRYS-COAT 5 stage process. All parts are non - toxic and non - fading.



SAFETY TIRES
Automotive type lifetime rubber, with a exclusive chain link tread design for sidewalk non-skid safety.

MODELS No. 10 and No. 11 VELOCIPEDES

NO.	PEDAL WHEEL	REAR WHEELS	WEIGHT
10	10"	6"	14#
11	12"	7½"	15#

Ball Bearing Pedal Wheel • Lifetime 1" Automotive Type Tires • ⅝" Adjustable Handle Bar and Saddle • Crescent Fender • Extra Heavy Gauge Steel Spoke Wheels • One Piece Block Rubber Pedals • Plastic Handlebar Grips. Finished in Colorado Red, with Appliance Quality Finish.

MODELS No. 30, No. 31, No. 32 and No. 33

NO.	PEDAL WHEEL	REAR WHEELS	WEIGHT
30	10"	8"	18#
31	12"	8"	19#
32	16"	10"	25#
33	20"	12"	30#

Ball Bearing Pedal Wheel • U Type Frame • Large 1¾" Semi-Pneumatic Tires with New Bicycle Tread • Exclusive Hood Fender • ¾" Adjustable Handle Bar • Smart, Large Two-Tone Stamped Steel Saddle • Attractive Plastic Pedals and Grips • Satin Krome Hub Caps • Finished in Colorado Red, plus Snow-White Trim with Appliance Quality Finish.

MODELS No. 50, No. 51, No. 52 and No. 53

NO.	PEDAL WHEEL	REAR WHEELS	*WEIGHT
50	10"	8"	19#
51	12"	8"	22#
52	16"	10"	26#
53	20"	12"	32#

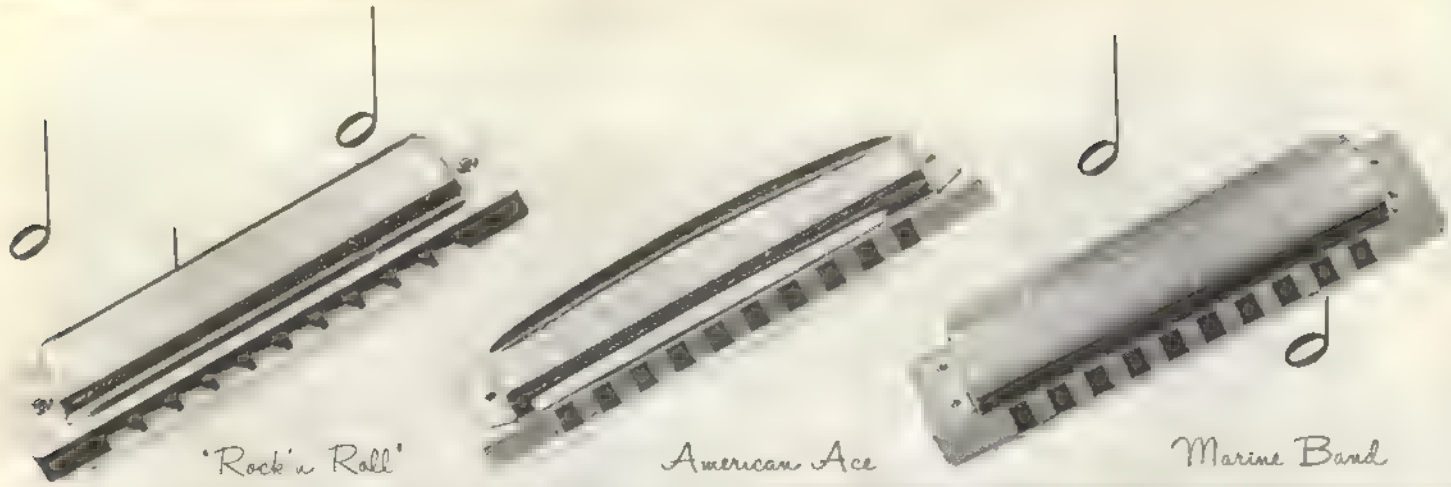
Ball Bearing Pedal Wheel • U Type Frame • Large 1¾" Whitewall Semi-Pneumatic Tires • ¾" Chrome Handle Bar • Adjustable, Smartly-Styled Vinyl-Covered Two-Tone Saddle* • Exclusive Hood Fender Attractive Plastic Pedals and Grips • Knuckle Guard and Streamers • Satin Krome Hub Caps • Chrome Crash Guards. Available in 3 Lustrous Metallic Automotive Finishes: Colorado Red, Royal Canadian Blue, Pine Valley Green plus Snow-White Trim with Appliance Quality Finish.

*COIL SPRING SEAT AVAILABLE AT SLIGHT ADDITIONAL CHARGE

332 CASS AVENUE CLEARY MT. CLEMENS, MICHIGAN

LITHO. IN U.S.A.

10 DISTINCTIVE MODELS THAT SELL ON SIGHT!



"rock 'n roll" harmonica

Music-maker everyone enjoys . . . anyone can play . . . right away with easy instructions. Finest plastic harmonica made. Nickel-plated metal cover. 10 double holes, 20 reeds. Ivory comb. Brass-colored reed plates. 4" long.

5DC9580 ..... 59¢

hohner atta boy or american ace

Take musical fun with you! You play right away . . . even if you have never played before! Free instruction book. Made by German craftsmen. 10 holes 20 reeds. A lot of fun at a little price. 4" long. Individually boxed.

5DC9581 ..... $1.00

hohner marine band harmonica

The harmonica of international fame! Choice of music teachers, professionals everywhere for accuracy of tone, simplicity. 10 single holes, 20 reeds, brass plates, heavy convex covers, finely nickel plated. 4" long. Individually boxed.

5DC9582 ..... $2.75

Complete Stradivarius Model Violin Set

only $75.00

stradivarius model violin set

Everything you need to create beautiful, stirring music. Jan Kriml violins are crafted under the supervision of one of the world's great violin makers in West Germany, where fine craftsmanship is a tradition. Handmade throughout with handsome flamed spruce top, maple back, reddish brown finish. Full ebony trim. Inlaid purfling. Brazil wood bow, leatherette grip, ½ lined ebony frog, pearl position dot. Lightweight Keratol-covered wood case, expertly arched with padded sides, pocket and nickel-plated hardware. With chin rest and rosin.

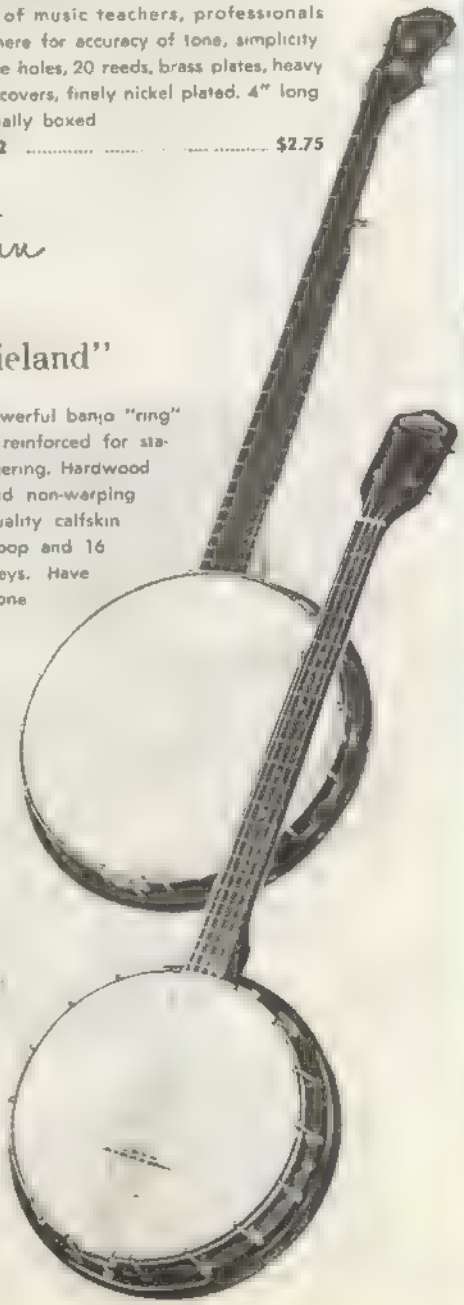
5DX9555 ..... $75.00

Truetone Banjo Fun

Truetone 5-string "Dixieland"

Easy to play with superior tone and powerful banjo "ring" and "snap." Hardwood neck is steel-rod reinforced for stability . . . slim-designed for easy, fast fingering. Hardwood fingerboard has inlaid position dots. Solid non-warping Reso-Tone rim in smart walnut color. Quality calfskin head held taut by bright nickeled top hoop and 16 adjustable brackets. Individual tuning keys. Have more fun playing . . . buy your Truetone "Dixieland" Banjo on W.A. easy "Play as you Pay" Plan!

5DX9553 ..... $44.95



truetone "rampart street" banjo

Four-String Tenor Banjo with identical quality construction as Truetone "Dixieland," with handsome mottled walnut color Reso-Tone rim and Resonator. Steel-rod reinforced hardwood neck and hardwood fingerboard are carefully and correctly shaped for fast-action fingering. Calfskin head held taut by nickeled top hoop and 16 adjustable brackets. Individual tuning keys. The relaxation is great, and the price is right.

5DX9554 ..... $39.95

truetone "western" guitar

Cowboy, hillbilly, folk songs, jazz, classics easy and fun to play on this singin', swingin' Truetone! An outstanding guitar at a budget price. Features Truetone's exclusive guaranteed crackproof laminated construction and "Slim-Lite" steel-reinforced neck . . . for round full tones, excellent action and response. White striped edges and sound hole. Bright metal tailpiece. Standard size with full 14-fret genuine maple fingerboard. Spanish design with attractive shaded brown finish traditional sunburst on top and back. Hobby artist beginner the "Westerner" is your guitar!

5DC9511—Standard Size **$19.95**

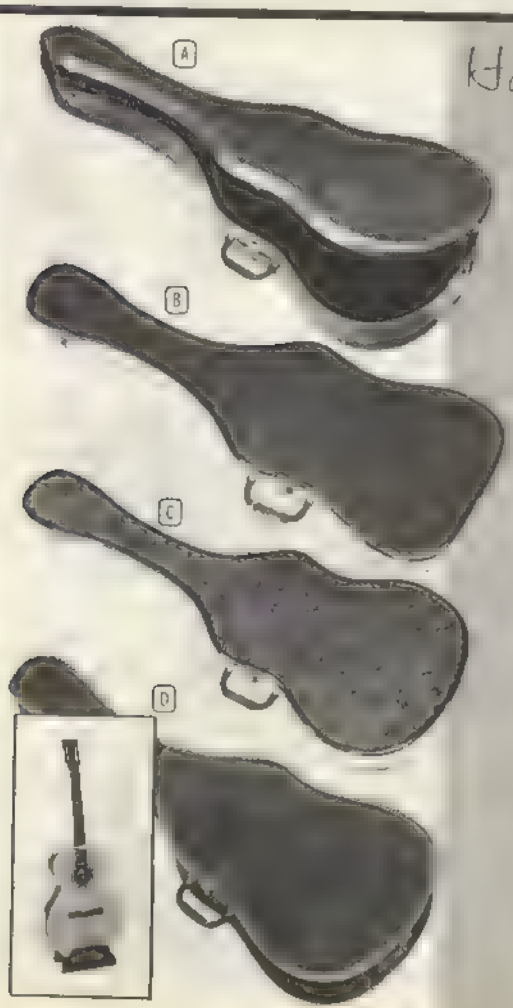
truetone "fun time" guitar

the right sound at the right price

Play right away with minimum instruction. It's fast, easy and great fun! Accurately fretted fingerboard is designed for easy music-making with a swinging tone. Attractive painted guard plate. Spanish design. Selected hardwood construction richly finished. Don't miss out on the fun of playing guitar! Buy a Truetone "Fun Time"

5DC9510—Standard Size **$15.95**

Handsome Guitar Cases



(A) Truetone Guitar Carrying Case

Sturdy black and white plastic covered carrying case for 5DC9511, 12, 14, 15, 20

5DC9531 ..... **$11.50**

(B) Truetone Guitar Carrying Case

Black and white plastic covered. Fits guitar 5DC9521.

5DC9532 **$9.75**

(C) Truetone Guitar Carrying Case

Sturdy case covered in black and white plastic. For 5DC9522 and 5DC9523.

5DC9533 ..... **$13.95**

(D) Guitar Case

Sturdy, safe way to carry your valuable guitar. Comfortable handle.

5DC9534 ..... **$7.95**

Guitar Display Cover

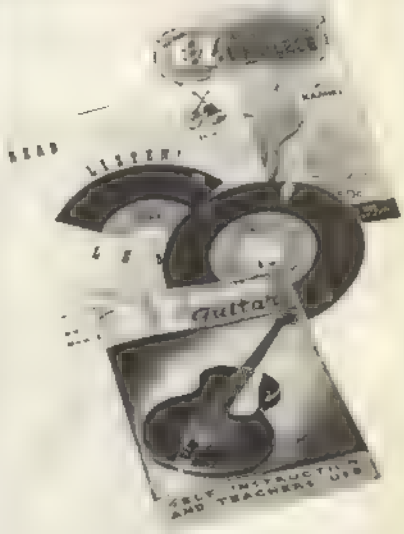
Made of transparent vinyl. Will protect the instrument, yet clearly display its every detail. Fits all sizes of guitars

5DX9535 (D.O.U. 3) **$3.50**

Guitar Display Stand

Adjusts to hold all size guitars securely in a straight or slant position. Attractively-finished plywood and tubular steel construction.

5DZ9906 **...Not for Resale**



Play now . . . teach yourself!

EZ Method Guitar Book. Teach yourself in minutes! You need no knowledge of music. Large chord pictures and charts. Fun for beginners

5DC9540 ..... **50c**

Don Sellers Guitar Record. Revolutionary approach . . . read . . . listen learn . . . play in the second lesson—Western, country, rock 'n roll, pop! Simple charts, diagrams and phono record. Critics say: "Best there is!"

5DC5941 ..... **$2.95**

EZ Method Ukulele Book. Play pop songs in minutes! Jumbo pictures: how to strum, chord. Modern chord chart. Family fun

5DC5942 ..... **50c**

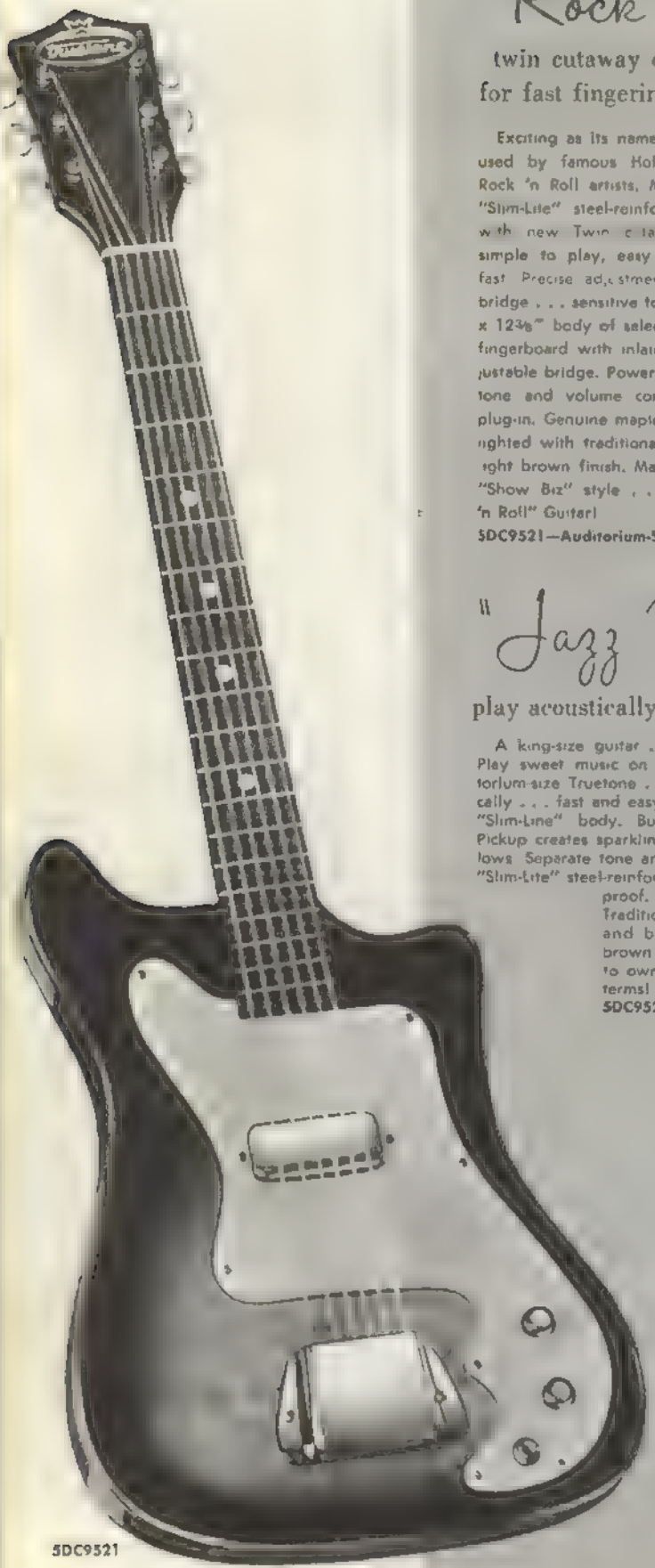
"Rock'n Roll"

Electric

twin cutaway contour design . . . for fast fingering of the high notes!

Exciting as its name! Designed after the guitars used by famous Hollywood, TV and recording Rock 'n Roll artists. Modern contour design . . . "Slim-Lite" steel-reinforced hardwood neck . . . with new Twin Cutaway Comfortable to hold simple to play, easy to reach those high notes fast. Precise adjustment of strings, frets, nut and bridge . . . sensitive to your slightest touch. 36¼" x 12⅜" body of select hardwood. Rosewood oval fingerboard with inlaid markers and 19 frets. Adjustable bridge. Powerful pickup unit with separate tone and volume controls. Handy top-mounted plug-in. Genuine maple veneer top and back, highlighted with traditional gold sunburst in sparkling light brown finish. Make beautiful music . . . with "Show Biz" style . . . play the Truetone "Rock 'n Roll" Guitar!

5DC9521—Auditorium-Size Electric . . . $47.50



5DC9521

"Rock'n Roll"

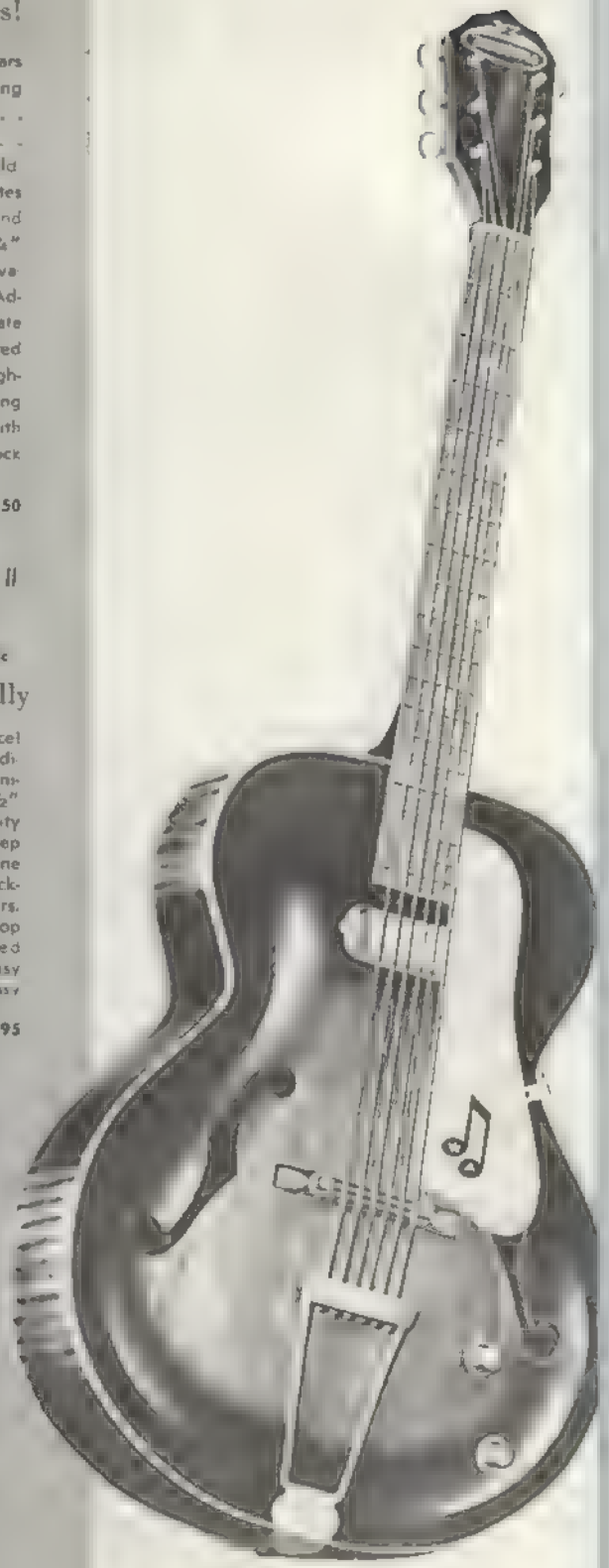
"Jazz Master"

Electric

play acoustically . . . or electronically

A king-size guitar . . . at a prince of a price! Play sweet music on this handsome Super Auditorium-size Truetone . . . acoustically or electronically . . . fast and easy. Fully arched 41" x 15½" "Slim-Line" body. Built-in Magnetical Hi-Fidelity Pickup creates sparkling highs, middle tones, deep lows. Separate tone and volume controls. Truetone "Slim-Lite" steel-reinforced neck. Guaranteed crack-proof. 19 inlaid frets, 9 markers. Traditional golden sunburst on top and back over lustrous shaded brown finish. It's easy to play, easy to own . . . ask about WA's easy terms!

5DC9520—Super Aud. Elec. . . $49.95



5DC9520

"Jazz Master"

- Faithful Hi-fidelity tonal reproduction
- Takes 3 instruments at the same time
- Use with microphone for P.A. systems
- Adapt for phonos, radios, tape recorders
- Handsome wood cabinets in ebony and white

Versatile Truetone Amplifiers are precision engineered to deliver beautiful, faithful tonal reproduction with any electronic guitar or musical instrument. Buy both your Truetone Guitar and Hi-Fi amplifier on one W.A. Easy Pay Plan!

truetone vibrato hi-fi "12"

big sound . . . for big ballrooms, halls

Our finest Hi-Fi Amplifier . . . with 12" custom-design PM speaker and 12 watts of undistorted output . . . ballroom big or sitting-room sweet! Built-in Vibrato Circuit with separate intensity and amplitude controls and on-off switch 3 inputs for 3 electronic instruments. 2 channels —each with separate volume control and master tone control. 6 tubes. Input jack for foot switch. On-off switch with pilot light Stand-by switch
5DC9530—16½" x 20½" x 8¾"..... $97.50

truetone vibrato hi-fi "5"

built-in vibrato . . . at this low price!

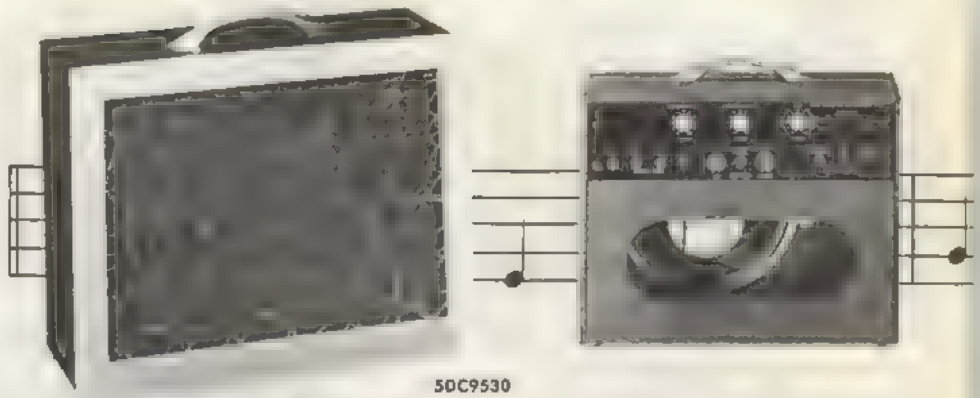
Built-in Vibrato . . . produces thrilling professional tones and effects automatically . . . a real bonus at this price! Two Vibrato controls and on-off switch. 3 inputs . . . . powerful 4-tube AC circuit delivers 5-watts undistorted output. Separate tone and volume controls. Foot switch input jack. 8" speaker.
5DC9529—17⅛" x 14¾" x 8¾"..... $55 95

truetone vibrato hi-fi "4"

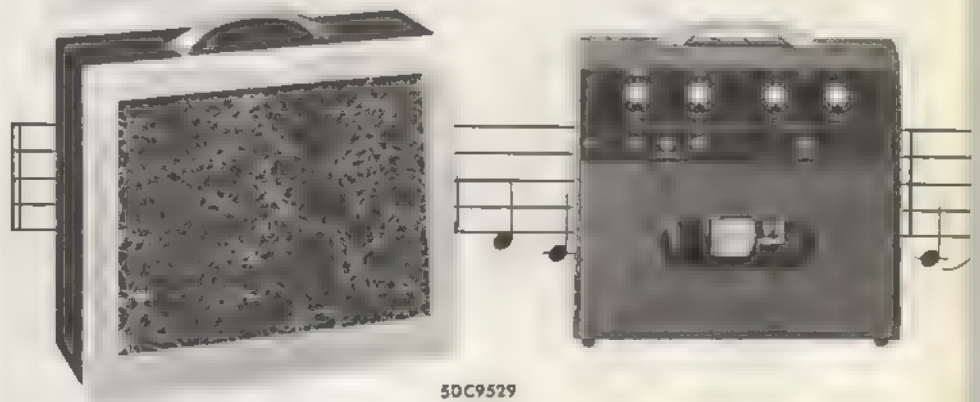
superb amplifier . . . amazing low price!

Three inputs with 4 watts of undistorted output produced through a powerful AC circuit. Powerful 8" Permanent Magnet speaker. Separate tone and volume controls. 10-ft. AC cord. Easy Terms!
5DC9528—12½" x 15⅜" x 6½"..... $34 95

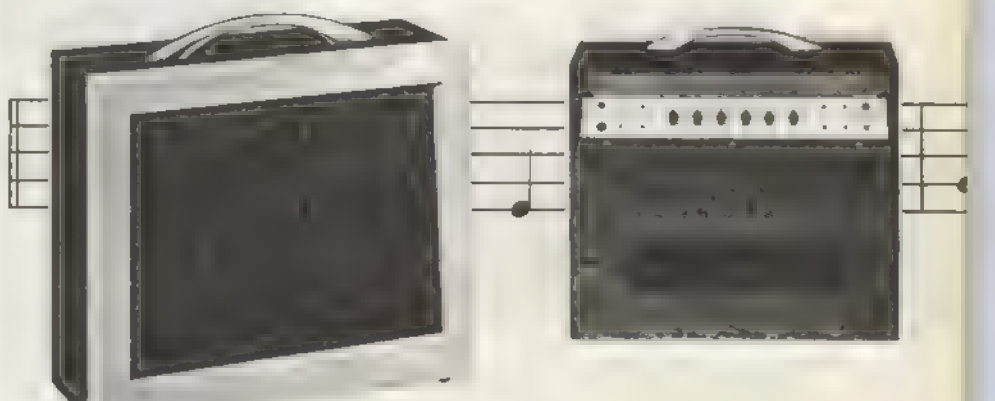
Truetone Amplifiers Best in Sight and Sound



5DC9530



5DC9529



5DC9528

5DC9500 5DC9502

"sweet lalani" "Portugee"

Ukulele Fun for Everyone...

truetone "sweet lalani"

Be the life of the picnics and parties entertain yourself . . . relax at home! You can learn to play songs in minutes! Excellent for beginners. Crafted of genuine hardwood with rich dark mahogany-grained finish. White striping on edge and sound hole. Accurately-molded rosewood-color polystyrene fingerboard has 12 frets, 7 markers. Perfect fretting . . . pretty music is easy and fun. No-slip friction tuning pegs stay tuned. Nylon strings. Family fun at a exceptionally low price!
5DC9500—6½" x 20¾" Standard $7 95

truetone "portugee"

Big, deep baritone "voice" . . . and handsome! King-size for full tone and versatile playing. 18⅜" scale . . . 18 fret fingerboard. Selected birch body is 12⅞" x 10" at widest bout. Walnut finish hardwood neck. Securely-bonded walnut bridge, nylon saddle. Nickle-plated tension pegs, white plastic buttons. The authentic design of the small guitars that Portuguese sailing ships carried to Hawaii 100 years ago. Renamed ukulele..."jumping bug," for the rapid finger movements . . . it's real jumping fun for everyone!
5DC9502—29" Long, Baritone..... $19 95

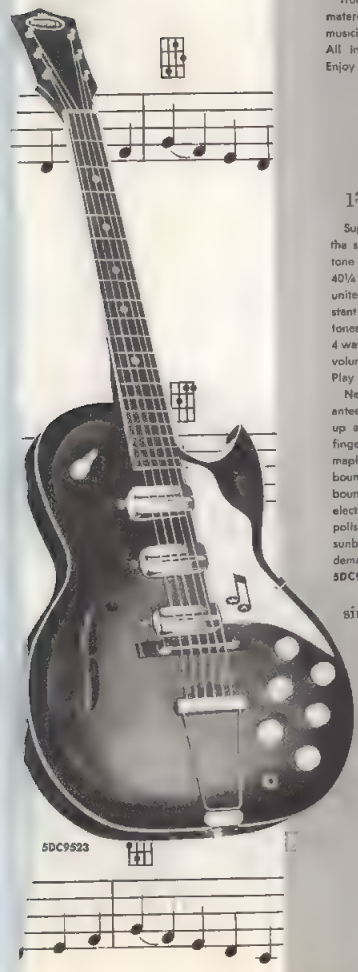
Quality

Truetone

Musical Instruments

precision craftsmanship is the keynote

Truetone musical instruments are precision-crafted of fine materials to professional standards . . . so that professional musicians, students or hobbyists may make beautiful music. All instruments offer top performance, are value priced! Enjoy yours on our easy payment plan.



5DC9523

"Jazz King" Electric

1¾" slimline light . . . 3 hi-fi pickups

Superb . . . for professional artists . . . an inspiration for the student or hobbyist. The response is lightning fast, the tone clear and brilliant. Super-thin 1¾"; auditorium size—40¼" x 15" Three professional magnetic hi-fi pickups unite power, balance and sensitivity for perfect tone, instant picks, rhythm beats, sparkling clear trebles and middle tones, rich low basses . . . any combination through the 4 way Selector Switch. Each pickup has its own tone and volume controls that can be pre-set, individually adjusted. Play acoustically, or electronically through an amplifier.

New "Slim-Lite" neck has adjustable truss rod for guaranteed permanent straightness Your fingers fly effortlessly up and down the entire 19-fret range. Cutaway for easy fingering of the high notes. Full arched spruce top, curly maple back. Completely laminated, edges are celluloid bound. Oval rosewood 5-marker fingerboard is celluloid bound, complements adjustable rosewood bridge. Special electronic strings. Top plug-in protects cord. Hand-rubbed, polished and shaded walnut finish. With traditional golden sunburst top and back. An all-star guitar for the most demanding artist.

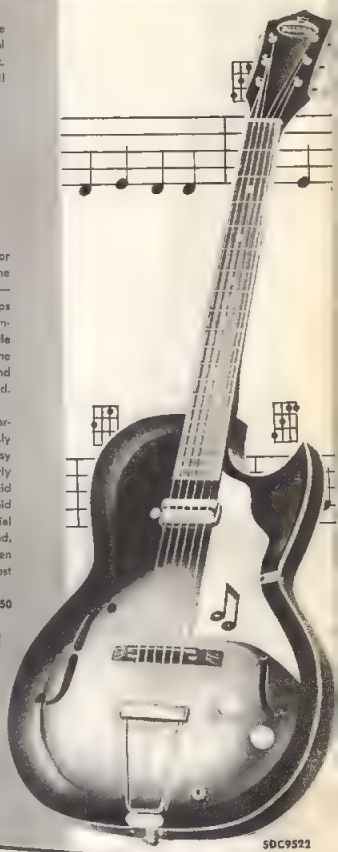
5DC9523—Auditorium-Size Electric . . $97.50

simple fingering . . . to play like a pro!

"Swingmaster" Electric

Identical to the "Jazz King," but has one pickup,* separate tone and volume controls. Pickup produces powerful treble, middle, bass tones . . . gives brilliant performance, makes an amateur an artist!

5DC9522—Auditorium-Size Electric $64 95

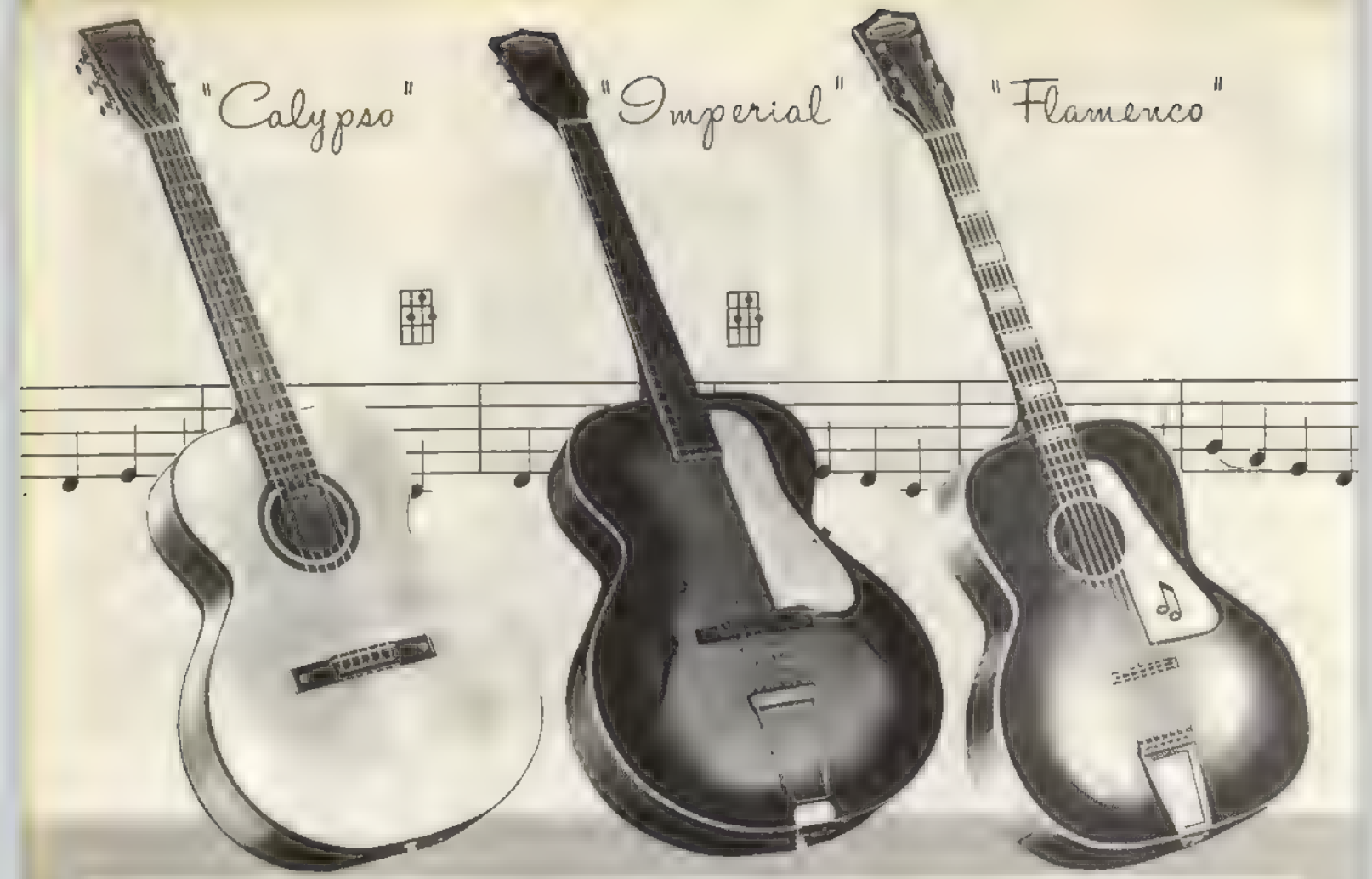


5DC9522

Fast-action-thin . . . stays straight as an arrow

guaranteed "slim-lite" neck

The truetone neck is guaranteed not to warp or slip out of alignment. Reinforced with an adjustable truss rod to withstand stress of powerful string tensions. You'll find it on every Truetone Guitar regardless of price (except 5DC9510).



truetone "calypso" guitar

Spanish Guitar

spanish design . . . famous for tone

The classic guitar design developed through the centuries by Spanish guitar makers famous for pure mellow acoustical tone. Plays easy . . . sounds great. Wide steel reinforced neck has slotted head. Rich hand rubbed finish genuine mahogany back and sides . natural white spruce top. Celluloid-bound edges classic ring sound hole and genuine rose wood fingerboard are celluloid bound. 19 frets 6 inlaid markers. Rosewood bridge 6 metal strings . . . or gut or nylon may be used

5DC9515—Super Auditorium-Size
41" x 15½" **$49.95**

truetone "imperial" guitar

Fully arched

old world craftsmanship

Bold auditorium-size tone! Full arched, crack proof laminated maple body. "Slim-Lite" steel reinforced neck. Genuine oval ed rosewood fingerboard has 5 inlaid position markers, 19 frets. Adjustable rosewood bridge. Large celluloid guard plate. Hinge tail piece. Hand some shaded brown finish with tradi tiona sunburst on top and back

5DC9514—Super Auditorium
41" x 15½" **$34.95**

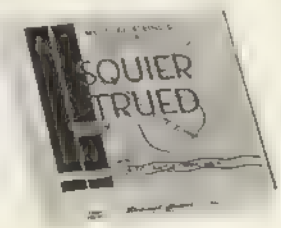
truetone "flamenco"

spanish type

outstanding guitar . . . popular price

Auditorium-size tone, action and response . at a moderate price. Play easily with Truetone's "Slim-Lite" steel-reinforced neck Exclusive guaranteed-crackproof laminated construction. White striped edges and sound hole. Bright metal tailpiece. Celluloid guard plate. Beautiful Spanish design with rich shaded brown finish . . . sunburst on top and back. 19 frets. Fun to play . . easy to pay for!

5DC9512—Auditorium-Size
15" x 40½" **$25.95**



guitar and uke cords, picks, strings

Take your choice! Guitar, banjo, mandolin picks . . . Fine celluloid picks in a variety of styles, shapes, thicknesses and colors.
5DC9544—Each **5c**

Nick Manoloff Professional Silk Guitar Neck Cords . . . Hand made! 3 interwoven silk cords with beautiful tassel Extra strong, with plenty of room for comfort. Choice of flashy gold, green, red, blue.
5DC9546—Each **50c**

Squier-Trued Spanish Guitar Strings. Balanced tone, resonance, and volume. Bronze
5DC9547—Set . $2.00 Ea.. 35c

Squier-Trued Electric Guitar Strings. For all types of playing Outstanding on radio or amp instrument. Nickel
5DC9548—Set . $2.50 Ea.. 50c

Nylon Uke Strings. Fit standard, tenor. Long playing
5DC9549—Set . . . . 35c Ea. . . . 10c

Baritone Uke Strings.
5DC9550—Set $1.85 Ea. . 50c

All Waltham Watches have

INCABLOC Shockproof

Unbreakable Mainsprings

All Movement Parts Are

Lifetime Guaranteed

Against defects or breakage . . . for as long as the watch is in use. No charge for material or labor to replace parts of movement.

A Ultra-thin Wayne "Y" 25: So smart, so slim, so handsome on his wrist. 25 Jewels. Rich yellow case with non-corrosive back. Matching textured 1/20th 10K gold-filled expansion band. **Shockproof with incabloc and unbreakable mainspring.** Modern stick dial.
10K1783V 3250 Retail **$82.50**

B Ultra-thin Wayne "W" 25: As above, in white
10K1784V 2950 Retail **$75.00**

WALTHAM

TIMING AMERICA FOR OVER 100 YEARS

Felicity Y: Superb dress watch. Yellow top case, non-corrosive back. Gold-filled adjustable expansion bracelet. 17 Jewels. **Incabloc. Unbreakable mainspring.**
10K1785V 1095 . . **$49.95**

Felicity W: As above, in white case and bracelet.
10K1786V 1095 . . . **$49.95**

Ursula "25" Y: 25 Jewels. Petite style. Yellow rolled gold case, non-corrosive back. Gold-filled adjustable expansion bracelet. **Incabloc. Unbreakable mainspring.**
10K1787V 2350 . . **$65.00**

Ursula "25" W: As above, in white case, bracelet.
10K1788V 2350 . . **$65.00**

C Marigold "25" Y: 25 Jewels Solid 14K yellow gold case, gold-filled adjustable expansion bracelet. Petite style. **Incabloc. Unbreakable mainspring.**
10K1789V 4160 . . **$105.00**

D Marigold "25" W: As above, in 14K white gold.
10K1790V 4160 . . **$105.00**

Premier Rototron "100" Y: Waltham's finest watch in over 100 years of fine watchmaking. Most efficient **self-winding** movement ever made. 100 functional jewels. **Waterproof*** case is 1/20th 10K yellow gold-filled, has stainless steel back. Matching combination gold-filled adjustable expansion band. Sweep second hand and luminous hands and hour dots. Ultra-accurate, advanced design movement has built-in shock-absorbers, **unbreakable mainspring.** A superb gift!
10K1791V 6350 . . . . . Retail **$160.00**

Excelsior Rototron "100" W: As above, with all steel case and combination expansion band.
10K1792V 5550 . . . . . Retail **$140.00**

*Guaranteed waterproof as long as case, crown and crystal are intact.

Moor "25": 25 Jewel dress watch. Yellow rolled gold case with stainless steel back. Textured gold-filled expansion band and black dial. **Shockproof with incabloc. Unbreakable mainspring.**
10K1793V 2795 Retail **$69.50**

Sir Moor "25". As above, with white dial, yellow case.
10K1794V 2795 . . Retail **$69.50**

Diamond Rhodes W: Very distinguished man's watch with 4 genuine diamonds set in dial. Gleaming white waterproof* case with steel back. Adjustable expansion band. 17 Jewels, **Incabloc shockproof. Non-break mainspring.**
10K1795V 3995 Retail **$100.00**

Diamond Rhodes Y: As above, in yellow.
10K1796V 3995 . . . . . Retail **$100.00**

Each Watch **Gift Boxed**

Retail prices include Federal Excise Tax; dealer's prices do not.

Baby dolls

READY TO BE LOVED—AND LONGING FOR A NEW HOME

A 16-IN. "SANDI" BABY DOLL
Just what every little girl wants! Drinks from her own bottle—wets like a baby! Vinyl with movable arms, legs, head—big sleeping eyes. Her hair is rooted in a short curly style. Wears a polished cotton dress with a striped bodice and full skirt, flannel diaper, knit booties, vinyl shoes. 16 in. tall.
82-3088 A—Wt. 1½ lbs . . . . . Pay Only 2.54

B HORSMAN DOLL WITH "COO" VOICE
All dressed up and ready to go! So life-like with her soft all-vinyl body—movable arms, legs, head. She carries her own bottle—drinks from it and wets like a real baby. Has rooted "Pixie" hair, sleeping glassine eyes, and coo voice. Dressed in a dainty lace-trimmed cotton dress, knit panties and booties. Comes with her own lace-trimmed pillow. 17 in. tall.
82 2148 A—Shpg. wt. 6 lbs. . Pay Only 3.47

C UNEEDA'S "YUMMY" DOLL
"Yummy" can do something no other doll can do—just squeeze her tummy and she moves her mouth to nurse her bottle or to kiss you! She drinks and wets—has fully jointed all-vinyl body, sleeping eyes, and rooted hair. Wears a romper suit. Stands 12 in. tall.
82-3104 A—Wt. 1¼ lbs. . . . . Pay Only 2.63

D 16-IN. MUSICAL "CUDDLE LENA"
She stretches and turns while Swiss music box lulls her to sleep with Brahms' "Lullabye"! Her fingers are bent to form a baby fist. Fully jointed, made of soft vinyl plastic with rooted hair, sleeping eyes. She wears a two-piece butcher boy outfit. 18 in. tall.
82-3096 A—Wt. 2½ lbs. . . . . Pay Only 4.17

E HORSMAN'S NEW THIRSTEE CRY BABY
She cries loud and long until you feed her—then she stops crying and gurgles happily! Crying mechanism operates on one "C" battery (not incl.) She's a 22-in. baby doll of soft vinyl with chubby arms and legs that move. Her head turns, has baby-like wisps of hair rooted in a "Pixie" style. Wears a knit shirt, rubber panties, and comes in a deluxe baby blanket. She has her own life-size bottle—tilt it and "milk" slowly disappears, makes air bubbles like a real bottle. Stand it upright—it refills itself
82 2080 A—Shpg. wt 4½ lbs. . . . Only 12.47

F ADORABLE "BONNIE" BABY DOLL
Just what Santa ordered—a precious baby doll! So adorable with her life-like big sleeping eyes and bow-topped fluffy rooted hair that can be combed and styled. Fully jointed vinyl body with a head that turns. Drinks from her own bottle and wets. "Bonnie" wears a go-everywhere cotton dress spiced with lace—plus fashionable knit leotards adorned with pompons. 16 in. tall.
82-2197 A—Shpg. wt. 2 lbs. . . Pay Only 3.47

G HORSMAN "SOFTEE" SNOWSUIT DOLL
Ready to go everywhere mommy goes! She's life-like—and so lovable. Vinyl plastic body and head that turns—soft, chubby jointed arms and legs. She drinks and wets, has a coo voice, sleeping glassine eyes. Her hair is rooted in a "Pixie" style for a life-like appearance. She's dressed for wintry weather in her simulated corduroy pants with fleece jacket and hood. 22 in. tall.
82 2122 A—Shpg. wt. 8 lbs. . . Pay Only 5.47

J HORSMAN SNUGGLE SOFTEE BABY DOLL
Adorable 22-in. infant doll! So snuggly with her soft vinyl head, legs, and arms—cloth body feels so life-like and cuddly. "Pixie" style rooted hair, sleeping glassine eyes, and coo voice. She's dressed in a flannel print jacket with hood, panties, and booties. Wrapped in deluxe satin-trimmed receiving blanket.
82-2106 A—Shpg. wt. 7 lbs. . . . Pay Only 5.47

K SWEET "BABY CUDDLES" DOLL
Light and cuddly—almost like a new-born baby! So realistic with wispy rooted baby-like hair, sleeping eyes, and sweet chubby cheeks. Soft stuffed body with vinyl head, arms, legs. Wears sheer lace-lavished dress with attached slip, panties, and knit socks. 20 in. tall.
82-3112 A—Wt. 3½ lbs. . . . . Pay Only 4.63

L 20-IN INFANT DOLL IN BLANKET
It'll be love at first sight—when your little girl meets this sweet, chubby 20-in. baby doll! Carries her own bottle for nursing and wetting. Soft all-vinyl body is fully jointed—with turning head, rooted "Pixie" style hair, sleeping eyes. Wears jacket and diaper—comes wrapped in flannelette receiving blanket
82-3120 A—Shpg. wt. 3 lbs. . . Pay Only 3.88

M HORSMAN BABY BUTTERCUP IN BUNTING
Lovable "Baby Buttercup" is all snuggled up in her luxurious quilted print bunting! She drinks, wets, coos. Made entirely of soft vinyl with moving arms, legs, head. Long-lashed sleeping eyes, molded hair. Wears satin-edged quilted bed jacket with matching lace-trimmed bonnet, flannel diaper. 17 in. tall.
82-2163 A—Shpg. wt. 4 lbs. . . . Pay Only 3.47

Between seasons, be sure to refer to this catalog for toys suitable for any occasion, any time of the year!

HORSMAN'S "THIRSTEE"

Cry baby

CRIES AND GURGLES LIKE A REAL BABY!

So real like — she cries loud and long until she's fed! Then she gurgles happily! Comes with her own bottle and blanket!

Watch "milk" disappear from life-size baby bottle

Pay Only
12.47

K
Pay Only
4.63

L
Pay Only
3.88

M
Pay Only
3.47

H
Pay Only
5.47

J
Pay Only
5.47

New

DOLL WITH LAYETTE AND ACCESSORIES

It's a stroller

It's a swing

LIFE-LIKE 16-IN. DOLL

- Drinks and wets!
- Comes with layette!
- Soft vinyl body!

PLAY-SLEEP ACCESSORIES

- 8 combinations!
- Hours of fun!
- Tops in play value!

Ⓐ **Pay Only 9.97**

It's a car seat

It's a glider

It's a rocker bed

It's a carry bed

It's a swing bed

LIFE-LIKE DOLLS WITH WARDROBES AND ACCESSORIES

16-IN. BABY DOLL WITH LAYETTE

Drinks! Wets! Cries Tears!

Ⓑ Set Only **3.88**

Ⓐ 16-IN. BABY DOLL WITH VERSATILE PLAY AND SLEEP ACCESSORIES

Everything a little girl could ask for—all in one unit! Includes a life-like 16-in. baby doll with soft all-vinyl movable arms and legs, rooted hair, long-lashed sleeping eyes. Wears flannel pajamas—comes with bib, blanket, booties, duck sponge, soap, clothespins. Drinks from her plastic baby bottle—wets, too! Plus five versatile pieces that can be arranged to form eight doll-size accessories—stroller, swing, glider, car seat, carriage, swing cradle, rocker bed, and carry bed. Each piece designed for any doll up to 20 in. Made of colorful plastic with charming nursery design —sturdy enameled steel frames. All pieces fold for storage

80-1639 W—Kit. Wt. 12 lbs...Pay Only **9.97**

Ⓑ HORSMAN "BABY BUTTERCUP"

Lifelike bundle of love! She cries real tears—drinks and wets, too! Made of soft vinyl plastic with movable arms, legs, head. Rooted hair in a curly-style hairdo. Long-lashed sleeping eyes. Each finger and toe is distinct and has real baby markings. Dressed in shirt and pants. Her layette and accessories include cotton dress with lace-trimmed bonnet, panties, diaper with bow, 3 powder puffs, bottle, sponge. 16 in. tall.

82-0159 A—Wt. 2 lbs.....Pay Only **3.88**

Ⓒ DOLL, MUSICAL SWINGING CRADLE

Your little girl will love putting "her" baby to sleep in this charming cradle that rocks automatically to Brahm's "Lullaby." 18-in. all-vinyl baby doll has movable arms and legs, rooted hair, long-lashed sleeping eyes. She wears a pink cotton robe, diaper, white stockings—drinks from a plastic baby bottle, and wets. Kitten decals adorn wooden basket-weave cradle trimmed with washable plastic lace. Set includes pink lace-trimmed pillow filled with urethane foam, white lace-trimmed blanket in yellow and pink nursery design. Cradle 23 in. long.

82-2478 W Set. Wt. 10 lbs..Pay Only **13.88**

Ⓓ "TINY TEARS" DOLL WITH CASE

She waves bye-bye, drinks, wets, cries real tears, and blows soap bubbles. Washable lightweight soft vinyl body with movable arms and legs, baby-fine rooted hair, sleeping eyes. All dressed up and ready to go into her new mother's arms. Wears a two-piece pink and white shortie pajama set. See-thru carry-all case contains an extra dress of pink and white woven gingham trimmed with lace, diaper, pink booties, bubble pipe, nursing bottle, pacifier, rattle. 16 in. tall.

82-2395 A—Kit. Wt. 3 lbs....Pay Only **9.47**

Ⓔ NEW TINY THUMBELINA WITH LAYETTE

Cuddly as a new born baby—"Tiny Thumbelina" is light as a feather. When the key in her back is wound, she wiggles and turns like a real baby! Your little girl will love her cute baby face, movable vinyl arms and legs, soft cloth body, and fully rooted hair. Wears lace-trimmed dress, lace-trimmed white petticoat, diaper, and white booties. Layette consists of knitted suit with beret, rattle, and booties; striped pajamas with hot water bottle, and terry cloth stuffed animal. Enough outfits and accessories to take her through 24 hours of the day. 14 in. tall.

82-2437 A—Doll and layette 2 lbs..... **9.97**

82-2775 A—Doll only. Wt. 1½ lbs..... **6.77**

Ⓕ HORSMAN "TEAR DROP TAMMY" DOLL

Does everything babies do—drinks, wets, cries real tears! Soft vinyl head and body with fully jointed arms and legs—swivel head. "Miracle" rooted blonde hair holds its curl—can be waved, brushed, combed! Long-lashed sleeping eyes. She's 16 in. tall—wears a lace-edged party dress, matching headpiece, knitted booties, and panties. 12-piece layette of organdy dress, print dress and sunsuit, flannel jacket, blanket, diaper, washcloth, flannel puffs, soap, bottle, rattle, sponge.

82-0910 A—Kit. Wt. 1½ lbs..Pay Only **3.97**

Ⓖ BOTTLE BABY WITH LAYETTE

An adorable 20-in. baby doll! She drinks from her own real life-size baby bottle and wets, too! Long-lashed sleeping eyes. Movable vinyl arms, legs, head—rooted hair. Dressed in a flannel nightgown with lace trim and diapers. Layette includes lace-trimmed yellow panties and matching top; pink and white striped flannel blanket; party dress with lace trim, white knit booties.

82-3039 A—Kit Wt. 3½ lbs...Pay Only **6.47**

Musical CRADLE

ROCKS TO BRAHM'S LULLABY

C Pay Only 13.88

TINY THUMBELINA WITH LAYETTE

IDEAL

Light and cuddly—she wiggles and turns like a real baby!

E Pay Only 9.97

Waves bye-bye, drinks, wets, tears—blows bubbles

TINY TEARS D Pay Only 9.47

G Pay Only 3.97

B Pay Only 6.47

ENCHANT HER WITH **adorable dolls** THAT WANT TO BE LOVED

BEN CASEY'S PERFECT PATIENT

H Pay Only 5.37

A MATTEL'S NEW "CHATTY BABY"

Lovable 18-mo. old tot talks, cries, laughs! Says 11 different phrases at random when you pull the magic ring! So life-like—wispy hair rooted in a "Pixie" style, go-to-sleep eyes, turned-up button nose, chubby cheeks, wistful smile. 17-in. vinyl body—movable arms, legs, head. Wears red pinafore over white romper, red-n-white slipper-socks. Plus 3 additional outfits. playsuit set—terrycloth top, booties, multi-striped-n-ruffled panties; sleeper set—zippered sleeper, blanket, rattle; coverall set—corduroy-like overalls, sewn-in feet, T-shirt. Choose brunette "Chatty" with brown eyes or blond with blue

82-1942 A— Brunette doll, wardrobes. 5 lbs.. 16.97
82-1876 A—Bland doll, wardrobes. 5 lbs.....16.97
82-1371 A—Brunette doll only. 3½ lbs.....Only 10.97
82-1363 A—Blond doll only 3½ lbs.....Only 10.97

B MATTEL'S "CHATTY CATHY" DOLLS

A lifelike charmer with brunette hair and brown eyes or blond hair with blue eyes! Pull the magic ring—she says eleven different phrases at random as "Please change my dress," "I'm so tired," "I love you," "Please brush my hair." 20-in. vinyl body—fully jointed arms, legs, head. Rooted hair can be brushed, set. Sleeping eyes, big brown freckles. Storybook included. Order extra outfits below.

82-0407 A—Brunette doll. 3½ lbs..Pay Only 10.44
82-0415 A—Blond doll. 3½ lbs.....Pay Only 10.44

[1] **Nursery School Set.** Buttercup yellow cotton dress, red velvet shoes, white socks, red panties.
82-0423 A—Set. Shpg. wt. ½ lb..... Pay Only 1.97

[2] **Pajama Set.** Pink and white cotton print pajamas, matching night cap. Pair of furry scuffs.
82-1926 A—Set. Shpg. wt. ½ lb.....Pay Only 2.34

[3] **Party Coat.** Bright red velvet coat has white mink-like collar. Matching white mink-like hat.
82-1934 A—Set. Shpg. wt. ½ lb.....Pay Only 2.34

C HORSMAN CUDDLY "FLOPSY" DOLL

So lifelike—flops in any position! Soft and cuddly shaped foam rubber body. Soft vinyl head has wispy rooted hair and painted eyes. Dressed in a red and white flannel clown suit. 16 in. tall.
82-0332 A—Shpg. wt. 2 lbs..... ..Pay Only 3.47

D RAGGEDY ANN AND ANDY DOLLS

Cotton covering—tinted-in skin tones with painted features, shoe button eyes. Rust-red yarn hair. Cotton percale clothes, striped stocking legs. Raggedy Ann wears a dress with ruffled apron, pantaloons. Raggedy Andy dressed in a 1-pc. suit with white buttons, shirt, sailor cap Both 20 in. tall.
82-1066 A—Raggedy Ann. Wt. 1 lb..Pay Only 4.17
82-1074 A—Raggedy Andy. Wt. 1 lb....Pay Only 4.17

E POPI THE POP-APART FASHION DOLL

Popi looks like a fashion-model! Vinyl doll pops apart at bustline, waist. No need to sew—simply cut, drape, shape outfits on her. Starter set includes one easy-to-make cut and drape dress, a pair of high heeled shoes, mannequin stand, and three plastic wigs—blond, brunette, red. 10 in. tall.
82-0340 A—Starter kit. Wt. 2 lbs.....Pay Only 2.17

Casual Fashion Kit. Town-and-country dress, shopping dress, travelling dress, garden party dress.
82-0357 A—Casual kit Wt. ½ lb.....Only 87c

Playtime Fashion Kit. Tennis outfit, bathing suit, beach robe, kerchief, cruise dress, sun dress.
82-0365 A—Playtime kit. Wt ½ lb.....Only 87c

G IDEAL'S "KISSY" DOLL

You just press her hands together to make her kiss! Soft vinyl with jointed arms, legs, head. Sleeping eyes. Rooted hair can be brushed and set. Wears a 2-pc. play outfit, shoes. 23 in. tall.
82-1868 A—Shpg. wt. 6 lbs.....Pay Only 11.27

[1] **Coat Set.** Navy blue coat with white trim. Matching navy blue bonnet is lace-trimmed.
82-2007 A—Shpg wt. ½ lb.....Pay Only 3.37

[2] **Pajama Set.** Orange and white polka dot pajamas are ruffled and lace-trimmed. Perky night cap.
82-1991 A—Shpg. wt. ½ lb.....Pay Only 2.34

H "PENNY THE PERFECT PATIENT" DOLL

Ben Casey's perfect patient! Fully jointed plastic body —soft vinyl head, sleeping eyes. Wash, comb, set her curly rooted hair. Wears party dress, panties, shoes socks. Layette includes pajamas and robe. With plastic arm and leg casts, crutches, hypodermic needle, pencil for applying measles and chicken pox spots, candy pills, gauze, bandages, tape, glasses, behavior chart with gold stars. 15 in. tall.
82-1645 A—Set. Wt. 2 lbs.....Pay Only 5.37

NEW

Chatty Baby

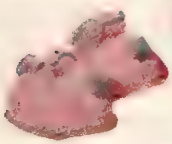
BY MATTEL

DOLL COMES COMPLETE WITH FOUR OUTFITS

Ⓐ Pay Only **16.97**

SAYS 11 BABY PHRASES AT RANDOM

No, no!	Wee!
Hi!	That's nice!
Da-da!	Ha ha ha ha!
Hi, mama!	Go bye bye!
Mama kiss!	Cookie all gone!
Doggie bow wow!	



Raggedy Ann and Andy **4.17** Ea. Ⓓ

Flops in any position!

Ⓒ Pay Only **3.47**

SWEET TALKING CHATTY CATHY

Pay Only **10.44** Ⓓ

Cathy's blond or brunette!

Ⓘ

Ⓗ

Ⓖ

Costumes As Low As **1.97**

GMC 653

WARDROBE AND BED FOR HOURS OF FUN

Barbie

Ⓐ Pay Only 3.27

Ⓑ Pay Only 2.67

Ⓐ NEW "BARBIE" WARDROBE
Just what every "Barbie" fan needs—a place for her Barbie dolls' high-fashion clothes and accessories! Beautiful new wardrobe is so pretty and so spacious—features a mirror attached to one of the doors so Barbie can see if she's immaculately dressed. Comes equipped with a chest of three movable drawers of various sizes, shoe rack, hat rack shelf, and hangers. Made of high-impact styrene with two doors hinged with sturdy steel pins. Makes a delightful gift for any little girl anytime of the year. 7½ x 4 x 12¾ in. high.
85-0131 A—Wt. 4 lbs.... .Only 3.27

Ⓑ BARBIE 4-POSTER DOLL BED
The perfect Christmas gift for any little girl! So exquisitely feminine—designed to please the "little mother!" She'll love to put her favorite dolly to bed in this lovely plastic 4-poster colonial bed designed especially for the Barbie doll (sold on page 656) or any doll that measures up to 11½ in. long. Bed comes complete with an adorable ruffled cover for bed canopy, a ruffled bedspread, and a pillow. Also includes a matching clothes chest with a removable drawer to hold all of dolly's nightwear and accessories. Bed measures 12½ x 6½ x 10½ in. high overall. Easily assembled.
85-3804 A—Wt. 2½ lbs....Only 2.67

NEW CRADLE AND BED FOR "CHATTY"

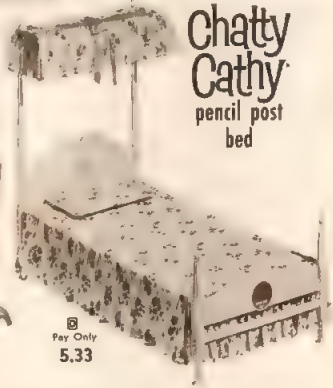
Ⓒ NEW "CHATTY BABY" CRADLE
Made expressly for the "Chatty Baby" doll (sold on page 653)! Roomy and comfortable—also accommodates dolls up to 20 in. size. Now "little mothers" can rock their "baby" gently to sleep—in baby's own little cradle. Made of high-impact polystyrene—comes with ruffled mattress pad. 23¾ x 13 x 20 in. high. Easily assembled.
85-0222 W -Wt. 5 lbs..Only 5.88

Ⓓ NEW "CHATTY CATHY" BED
The perfect gift for any little girl—sure to be an eye-catching delight! New pencil post design bed created especially for the "Chatty Cathy" doll (Sold on page 653). Also holds any doll up to 20 in. With ruffled bedspread, matching canopy cover, and pillow. Bed made of high-impact polystyrene. 23¾ x 12¼ x 20½ in. high. Easily assembled.
85-0404 W—Wt. 5 lbs..Only 5.33

Chatty Baby swinging cradle

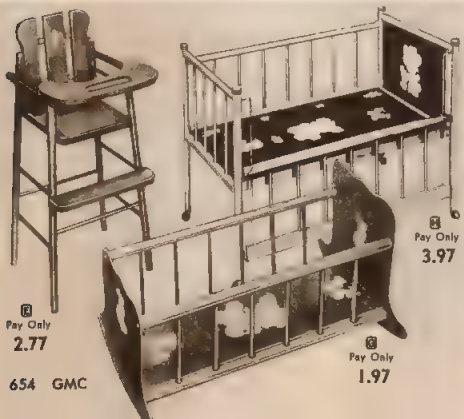
Ⓒ Pay Only 5.88

Chatty Cathy pencil post bed



Ⓓ Pay Only 5.33

MAPLE-FINISHED FURNITURE WITH COLORFUL STORYBOOK DECORATION



Ⓔ Pay Only 2.77

Ⓕ Pay Only 3.97

Ⓖ Pay Only 1.97

Ⓔ MAPLE-FINISH DOLL HIGH CHAIR
Mealtime is lots of fun with a high chair for her dolly—made for any doll up to 25 in. tall. Chair is beautifully constructed throughout—equipped with drop-leaf tray for feeding. Comfy foot-rest and colorful decal on the chair back. Solid hardwood construction—non-toxic maple furniture finish. 29 in. high, 13 in. wide.
85-1501 W—Shpg. wt. 5 lbs.....Pay Only 2.77

Ⓕ MAPLE-FINISH DOLL CRADLE WITH DECALS
She'll feel like a real little mother when she rocks her dolly to sleep in this lovely cradle. Constructed of sturdy hardwood for long use and handsomely finished in maple. Gay storybook pictures add to the fun. Cradle makes a lovely addition to any child's room. Provides plenty of space for standard-size dolls up to 20 in. long. Measures 21 x 14 x 11 in high overall.
85-3820 A—Shpg. wt. 4 lbs.....Pay Only 1.97

Ⓖ MAPLE-FINISH DOLL CRIB WITH DROP-SIDE
It's off to dreamland for her "baby" in this comfy full panel, drop-side crib. Trouble-free—the drop-side operates simply with a flip of the metal ring. Crib is equipped with regular stem-type swivel casters for easy movement. Sturdy hardwood construction—beautifully finished in maple and tastefully decorated with storybook characters. 28 in long, 15 in. wide, 19 in. high.
85-3838 W—Shpg. wt. 8 lbs.....Pay Only 3.97

Brentwood

. . . a Symbol of Fine Quality

TWA

BRENTWOOD
"MAJESTY"

Pay As Low As 9.97

Charcoal Gray

Pastel Blue Tropical Tan Jet-Gray Ivory

BRENTWOOD
"ELEGANCE"

Pay As Low As 16.97

Horizon Blue

Another Fine SAMSONITE Product

Oxford Gray

MOLDED "ROYAL TRAVELLER" LUGGAGE

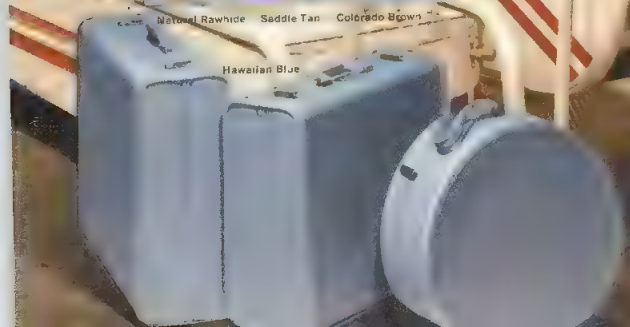
As Low As **15.97**

Biscayne Blue Dover White Desert Tan

TAPERED "ROYAL TRAVELLER" LUGGAGE

As Low As **11.47**

Natural Rawhide Saddle Tan Colorado Brown



Hawaiian Blue

GMC 331

Ⓑ BRENTWOOD "CLASSIC" YOUR CHOICE 6.88

- Smartly styled—extra-lightweight!
- Buy one piece or matching set.
- Your choice of sky blue or tan!

Ⓒ MEN'S TOP GRAIN COWHIDE LUGGAGE

OUR BEST QUALITY

Pay As Low As 19.97

. . . for Fashion-Wise Travelers!

NO MONEY DOWN, JUST LOW MONTHLY PAYMENTS!

Brentwood

Designed for YOU—beautiful Brentwood luggage is slim, trim, and lightweight for your traveling convenience! It's GMC's exclusive brand and has been thoroughly travel-tested under the most rigid conditions to assure top quality and utmost serviceability. It's super-lightweight for your traveling ease, beautifully styled to complement your every costume. You can depend on Brentwood always—it carries GMC's 7-year guarantee against all defects in material and workmanship. If it does not give satisfactory service in normal use, it will be repaired or replaced without charge! Buy Brentwood—it's your "best buy" in quality and price!

A BRENTWOOD "ROYALTY" LUGGAGE FOR WOMEN AND MEN

Streamlined spacious, lightweight—designed for the jet age! Super-strong sculptured seamless shell of General Tire's molded Boltaron is reinforced with fiber-glass. It's light enough for air travel, strong enough to take rough handling! Smart Morocco-grained finish resists stains and scuffs—wipes clean with a damp cloth. Snug-fitting aluminum valance closure seals out dust and moisture. Matching molded plastic handles. Easy-opening aluminum draw-bolt locks.

WOMEN'S LUGGAGE. Light enough for women to carry—even when packed full! Rayon taffeta linings with shirred pockets, tie tapes. In blue, charcoal gray, or ivory—specify.

Train Case. Waterproof plastic protects bottom. 14 x 9 x 9½ in. Act. wt. 4 lbs.
19-3847 WW—Shpg. wt. 5 lbs..... 12.97

Weekend Case. Two removable cosmetic pockets. 21 x 16⅝ x 6½ in. Act. wt. 6 lbs.
19-3870 WW—Shpg. wt. 7 lbs..... 12.97

24-in. Pullman Case (not shown). 3 shirred pockets. 24 x 18 x 7½ in. Act. wt. 7¾ lbs.
15-1209 WW—Shpg. wt. 9 lbs.*..... 18.94

26-in. Pullman Case. Three shirred pockets. Measures 26½ x 19¾ x 7½ in. Act. wt. 9 lbs.
19-3912 WW—Shpg. wt. 11 lbs.*..... 22.97

Overseas Pullman Case (not shown). 3 pockets 29 x 20 x 8½ in. Act. wt. 10½ lbs.
19-3946 WW—Shpg. wt. 13 lbs.*..... 26.97

MEN'S LUGGAGE. Rugged luggage with real coat-appeal! Keeps clothes neat and wrinkle-free—helps you look your just-pressed best even after days of traveling. Durable linen-like linings. Cases in charcoal gray only.

Companion Case. Perfect for weekend trips or as a companion case. Center divider. Holds one suit plus accessories. Measures 21x16½x6½ in. Act. wt. 7 lbs.
19-3979 W—Shpg. wt. 8 lbs..... 18.94

Two-Suiter. Center divider for neat, orderly packing. Two hangers. 24 x 18 x 7½ in. Act. wt. 10 lbs. No down payment.
19-3987 W—Shpg. wt. 11 lbs.*..... 26.97

Three-Suiter (not shown). Holds three suits without crushing. Two compartments with double partitions assure neat and orderly packing. Three hangers included. 26½x19¾x8 in. Act. wt. 11 lbs. No down payment.
15-1233 W—Shpg. wt. 13 lbs.*..... 29.97

B BRENTWOOD "CLASSIC" FOR WOMEN

Now—a GMC giant value—elegant luggage at one rock-bottom low price! You'd expect to pay much more for such beautiful, super-lightweight luggage! Aircraft veneer frame with scuffproof polyvinyl shell—so easy to keep clean! Distinctive bumper edge bindings, matching molded plastic handles, nickel-finished locks. Snug closure seals tightly. Luxuriously lined with rayon taffeta. Buy all the pieces—and save! In sky blue or tan—specify.

Train Case. Convenient removable mirror. Measures 14½x8½x8½ in. Act. wt. 3¾ lbs.
15-4062 WW—Shpg. wt. 4½ lbs..... 6.88

Overnight Case. Large shirred pocket in lid. 16x14¾x5¾ in. Act. wt. 5 lbs.
15-3924 WW—Shpg. wt. 6 lbs..... 6.88

Weekend Case. Three shirred pockets. Measures 21x15¾x6½ in. Act. wt. 5¾ lbs.
15-4104 WW—Shpg. wt. 7 lbs..... 6.88

24-in. Pullman Case. Three shirred pockets. 24 x 16½ x 6 in. Act. wt. 6¾ lbs.
15-6976 WW—Shpg. wt. 8 lbs.*..... 6.88

26-in. Pullman Case. Three shirred pockets. 28 x 18¾ x 7½ in. Act. wt. 7½ lbs.
15-5833 WW—Shpg. wt. 9 lbs.*..... 6.88

BRENTWOOD LUGGAGE—DESIGNED FOR THE MAN ON THE GO!

C DEEP-BUFF COWHIDE

As Low As **20.97**

OUR BETTER QUALITY

D DURABLE SEALTEX

As Low As **5.97**

Attache

OUR GOOD QUALITY

C MEN'S TOP-GRAIN COWHIDE LUGGAGE

For those who want the best! Lightweight tempered steel frame with soft-side construction of genuine top-grain cowhide—clear waterproof finish preserves its natural beauty! Streamlined extended French edge, hoot-marker finish. White lock-stitching. Brass-finished hardware. Matching leather-covered steel-core post handle firmly riveted to frame. Handsomely lined. Suntan or ginger—specify.

Attache Case. Legal-size 6-pocket accordion file in lid. Removable hinged writing desk. 17½ x 12 x 4¾ in. Act. wt. 8 lbs.
19-7913 WW—Shpg. wt. 8 lbs..... 19.97

Companion Case. Center divider. 21 x 14 x 7 in. Act. wt. 8 lbs. No down payment.
15-9954 WW—Shpg. wt. 9 lbs..... 24.97

Two-Suiter. Double dividers, pocket, two hangers. 24 x 18 x 8 in. Act. wt. 10½ lbs.
15-9970 WW—Shpg. wt. 12 lbs.*.... 29.97

Three-Suiter (not shown). Two compartments. Tie tapes, pockets, three hangers. 26 x 19 x 8½ in. Act. wt. 12½ lbs.
19-2922 WW—Shpg. wt. 14 lbs.*.... 34.94

B MEN'S DEEP-BUFF COWHIDE LUGGAGE

Brentwood better-quality luggage of Texas steerhide grain deep-buff cowhide. Clear waterproof finish. Reinforced sides and corners give added protection. Lightweight tempered steel frame with soft-side construction. Handsome double stitching. Polished brass-finished hardware. Matching leather-covered steel-core post handle. Richly lined interiors. Luxurious Texas suntan color.

Companion Case. Ideal for short trips or as a mate to larger case for longer trips. Has roomy 2-section interior with divider. Measures 21x14x7 in. Act. wt. 8 lbs.
15-9996 W—Shpg. wt. 9 lbs..... 20.97

Two-Suiter. Two roomy sections—one for packing accessories, one for suits. Designed with divider, pocket, tie tapes, and two hangers. Measures 24 x 18 x 7½ in. Act. wt. 10½ lbs. No down payment—see page 789 for details.
15-1563 W—Shpg. wt. 12 lbs.*..... 24.97

Combination Offer! Buy 2-pc. set—save almost 20% of individual prices. Includes Companion Case and Two-Suiter above. Act. wt. 18½ lbs. No down payment—see page 789
15-1761 W—Set. Shpg. wt. 22 lbs.*..... 36.94

D MEN'S DURABLE SEALTEX LUGGAGE

Brentwood good-quality luggage covered with Sealtex—a fine vinyl plastic that's tough, durable—looks like leather! Resists scratches, stains, water—wipes clean with a damp cloth! Tempered steel frame, soft-side construction. Saddle-stitched. Sealtex-covered steel-core post handle. Brass-finished locks. Fully lined. Suntan or ginger—specify.

Attache Case. Matches pieces below. Legal-sized expansion pocket in lid. Measures 17½ x 12 x 4¾ in. Act. wt. 6 lbs.
15-1480 WW—Shpg. wt. 6 lbs..... 5.97

Companion Case. Roomy interior! Measures 21 x 14 x 7 in. Act. wt. 8 lbs.
15-5945 WW—Shpg. wt. 7 lbs..... 13.97

Two-Suiter. Center divider, two hangers. Measures 24 x 18 x 7½ in. Act. wt. 9 lbs.
15-1415 WW—Shpg. wt. 10 lbs.*.... 16.97

Special Offer! Buy 2-pc. set—save over 12% of pieces sold separately! Includes Companion Case and Two-Suiter above. Act. wt. 15 lbs. No down payment—see page 789.
15-1431 WW—Shpg. wt. 17 lbs.*.... 26.94

ADD 10% FEDERAL EXCISE TAX TO ALL PRICES ON THIS PAGE. *Semi-mailable—see page 779 for details

MOLDED

"Royal Traveller"

ANOTHER Samsonite PRODUCT

Now—travel in luxury, style, and comfort with the molded Fiberglas-reinforced "Royal Traveller," another, top-quality Samsonite product made by Shwayder Bros., Inc. Royal Traveller is built to last with ultra-strong magnesium frame reinforced with Fiberglas. All cases covered with wear-resistant vinyl that scoffs at scuffs and scratches, even after miles and miles of travel. Wipes clean with a damp cloth. Lightweight and compact for easy carrying. Contour handles. Color coordinated long-wearing fabric linings. Chromed safety hinges and sturdy locks—polished and lacquered—won't rust or tarnish. Your choice of four fashion-right colors. Use Credit Command to buy one piece or a complete set.

WOMEN'S 15-IN. BEAUTY CASE

Just the right size to carry with you—to keep your toiletries and accessories readily accessible. Full-sized mirror in lid. Removable compartmented plastic tray stores cosmetics neatly. Wipe-clean plastic lining. 15 x 8 x 8 in. Act. wt 5½ lbs. Shpg. wt. 8 lbs.

15-3916 W—Oxford gray 18.77
15-3981 W—Dover white 18.77
15-3841 W—Biscayne blue 18.77
15-3999 W—Desert tan 18.77

WOMEN'S 18-IN. HAT BOX

An all-round case that holds hats without crushing or doubles as an overnite case. Designed for convenience and style. Smart, modern off-round shape. Lightweight, easy to carry with smooth wrist-strap handle. Elasticized pockets for accessories. 18¼ x 16¼ x 7 in. Act. wt 5 lbs. Shpg. wt. 7 lbs.

15-6273 W—Oxford gray 15.97
15-6281 W—Dover white 15.97
15-6025 W—Biscayne blue 15.97
15-6299 W—Desert tan 15.97

WOMEN'S 21-IN OVERNITE CASE

Ideal for weekends or as a companion piece for longer trips. Fitted interior keeps clothes and accessories neat. Curtain divider prevents clothes from wrinkling. Two handy elasticized accessory pockets. 21 x 16 x 7½ in. Act. wt. 7½ lbs. Shpg. wt. 9 lbs.

15-4054 W—Oxford gray 20.77
15-4088 W—Dover white 20 77
15-4047 W—Biscayne blue 20 77
15-4096 W—Desert tan 20 77

WOMEN'S 21-IN. WARDROBE CASE

Two compartments—one for accessories, the other with four plastic hangers and clothes bar. Plastic packing fixture assures wrinkle-free packing. 21 x 19½ x 8½ in. Act. wt. 9 lbs. Shpg wt. 12 lbs.* No down payment—see page 789.

15 4278 W—Oxford gray 29.97
15-4625 W—Dover white 29.97
15-4120 W—Biscayne blue 29.97
15-4724 W—Desert tan 29.97

WOMEN'S 24-IN. PULLMAN CASE

Ideal size—not too large, not too small! Designed for easy packing. Taffeta lining. 24 x 17½ x 8½ in. Act. wt. 9 lbs. Shpg. wt. 10 lbs.*

15 5036 W—Oxford gray 24.37
15-5184 W –Dover white 24.37
15-4740 W—Biscayne blue 24.37
15 5192 W—Desert tan 24.37

WOMEN'S 26-IN. PULLMAN CASE

Holds so much—yet it's lightweight and easy to handle. 26 x 19½ x 8 in. Act. wt. 10½ lbs. Shpg wt. 13 lbs.* Use Credit Command—no down payment—see page 789.

15-5341 W Oxford gray 31.77
15-5515 W—Dover white 31.77
15-5234 W –Biscayne blue 31.77
15-5523 W Desert tan 31.77

MEN'S 21-IN COMPANION CASE

Versatile case designed for your traveling ease. Divider between compartments. 21 x 16 x 7½ in. Act. wt. 6½ lbs. Shpg. wt. 9 lbs.

15-6398 W—Oxford gray 20.77
15-6406 W Desert tan 20.77

MEN'S 24-IN. PULLMAN CASE

An all-purpose case just the right size—ideal for those extra-long holiday weekends! Efficiently designed larger companion case for men—offers a greater packing area. Two roomy compartments separated by a divider for neat packing. Case measures 24 x 17½ x 8½ in. Act. wt 8 lbs. Shpg. wt. 11 lbs.*

15-6422 W—Oxford gray 24.37
15-6430 W—Desert tan 24.37

MEN'S 26-IN. TWO SUITER

Lightweight and compact—a practical basic piece of luggage for the man-on-the-go. Partitioned to provide two large compartments—properly fitted for quick, efficient packing. Keeps clothes neat and unwrinkled. Plenty of room for two suits and all your other travel needs. Two plastic hangers included. 26 x 19½ x 7¼ in. Act wt. 10 lbs. Shpg wt. 14 lbs.* No down payment—see page 789.

15-6448 W—Oxford gray 31.77
15-6456 W—Desert tan 31.77

MEN'S 26-IN THREE-SUITER

The piece of luggage that fulfills all your needs —vacation or business! Neatly holds three suits without crushing them—even on longest trips. Two individual compartments—divider pad with handy tie-bar assembly for packing of three suits. Three plastic hangers included. 26x19½x9 in. Act. wt. 10½ lbs. Shpg. wt. 13 lbs.* No down payment with Credit Command—see page 789.

15-6505 W—Oxford gray 33.77
15-6562 W Desert tan 33.77

TAPERED

"Royal Traveller"

ANOTHER Samsonite PRODUCT

Now at GMC's low, low prices—distinctive "Royal Traveller" luggage—another SAMSONITE product—designed and manufactured by Shwayder Bros., Inc. Triple-strength plywood frame covered with scuff-resistant vinyl plastic that retains its newness after years of use. Tapered design is compact and lightweight—lets you pack more clothes in less space. Lacquered brass hardware in silvery anodized finish. Contour handles. Color-coordinated linings. For an ocean voyage or an overnight stop—there's a "Royal Traveller" tapered case for you.

A WOMEN'S 13-IN BEAUTY CASE

So handy for all your overnight needs! Convenient full mirror inside lid. Removable sectioned plastic cosmetic tray. Washable lining. 13½ x 9 x 8¼ in. Act wt. 5¼ lbs Shpg. wt. 7 lbs.

15 6729 W—Hawaiian blue 11.47
15-6752 W—Natural rawhide 11.47
15-6760 W—Saddle tan 11.47

B COMBINATION OVERNITE HAT BOX

An ideal weekend case as well as a practical hat box. Modern off-round shape. Lightweight and easy to carry with wrist-strap handle. Has roomy pockets for shoes, accessories. Case measures 18½ x 16¾ x 7 in Act. wt. 5½ lbs. Shpg. wt. 7 lbs.

15-6927 W—Hawaiian blue 11.47
15-6943 W Natural rawhide 11.47
15-6968 W Saddle tan 11.47

C WOMEN'S 21-IN. OVERNITE CASE

Deep, roomy—perfect for short trips! Elasticized shirred pockets. Curtain divider for neatness. 21 x 16 x 7 in. Act. wt 7½ lbs. Shpg. wt. 9 lbs.

15-6786 W—Hawaiian blue 12.97
15-6794 W—Natural rawhide 12.97
15-6802 W Saddle tan 12 97

D WOMEN'S 21-IN WARDROBE CASE

Classic favorite contains dress rack with four plastic hangers and clothes bar to hold clothes without crushing. Curtain divider. Two shirred pockets for small accessories. Case measures 21 x 18 x 9 in. Act. wt 10¾ lbs. Shpg wt. 12 lbs.*

15-6877 W—Hawaiian blue 18.64
15-6893 W—Natural rawhide 18 64
15-6901 W—Saddle tan 18.64

E 26-IN. PULLMAN CASE

An ideal family case—practical for men or women. Holds an entire wardrobe for long trips -yet is compact and lightweight enough to carry with ease Two roomy compartments separated by a divider Shirred side pockets. Case measures 26 x 19 x 9 in. Act wt 12½ lbs Shpg. wt. 14 lbs.*

15 7032 W—Hawaiian blue 19.97
15 7065 W—Natural rawhide 19.97
15-7073 W—Saddle tan 19.97

G MEN'S 21-IN. COMPANION CASE

Perfect for weekend trips or as a companion piece for longer trips. Holds a suit plus a host of other travel needs. Roomy two-section interior with divider —keeps clothes neat 21 x 15 x 8 in. Act. wt. 8 lbs. Shpg wt. 10 lbs.

15-7099 W—Saddle tan 12.97
15-7107 W Colorado brown 12.97

H MEN'S 24-IN. TWO-SUITER

Two-suiter case has two compartments—one for accessories, the other with two plastic hangers for suits. Divider and dust curtain. Extra roomy, yet neat, compact and lightweight. 24 x 19 x 8 in. Act. wt. 11 lbs Shpg. wt. 13 lbs.*

15-7115 W—Saddle tan 18.64
15-7123 W Colorado brown 18.64

J MEN'S 24-IN. THREE-SUITER

Travel-tested to keep clothes tidy for hours on end. Holds three suits Two compartments—one for accessories, the other with bar assembly and three hangers for suits Case measures 24 x 19 x 9 in. overall. Act. wt. 11½ lbs. Shpg. wt. 14 lbs.*

15-7131 W—Saddle tan 19.97
15-7149 W—Colorado brown 19.97

ADD 10% FEDERAL EXCISE TAX TO ALL PRICES. * Semi-mailable—see page 779 for details

Leeds

NEW CASUAL "ASTROLITE" LUGGAGE

Pay As Low As **8.87**

- So lightweight!
- In apple green or sable brown!

Brentwood

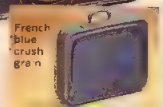
LIGHTWEIGHT CASUAL LUGGAGE

- Durable!
- Lightweight!
- In rayon plaid or blue vinyl!

B

As Low As

4.97



atlantic

WALLACE PLAID

- Lightweight!
- Extra roomy!

C

As Low As

6.17

Brentwood

DELUXE VINYL TWEED

- Sturdy!
- Washable!
- Smart styling!

D

As Low As

5.97

all-plastic models

authentic scale

29c each

features:

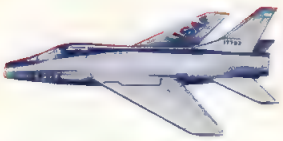
- Each model true-to-scale—many realistic details
- In gleaming, high-gloss plastic—authentic colors and decals
- Wingspans up to 7"—clear plastic pedestals
- Quickly assembled from simple, easily-followed plans
- Each in a 4-color, 2-piece box with thrilling action-scenes

18 different models—authentic reproductions of famed originals:

Kit No.

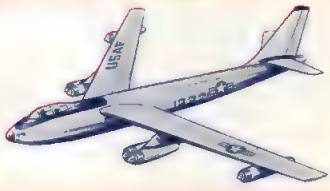
PL- 1 -Grumman F9F-6 Cougar
PL- 2—North American F100 Super Sabre
PL- 3—Lockheed F94C Starfire
PL- 4—Douglas F3D Skyknight
PL- 5—Douglas F4D Skyray
PL- 6—Republic F84F Thunderstreak
PL- 7—Boeing Bomarc IM 99
PL- 8—Northrop Snark SM 62
PL- 9—Vought Regulus II
PL-10—Douglas B-66
PL-11—Boeing B-52 Stratofort
PL-12—Boeing B-47 Stratojet
PL-13—Piper Apache
PL-14—Aero Commander 680
PL-15—Cessna 310
PL-16—Boeing 707 Jet Airliner
PL-17—Beechcraft Super 18
PL-18—Grumman S2F-1 Hunter-Killer

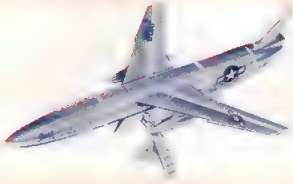
Available in fast-selling Assortments or Straight Cases



Jet Fighters

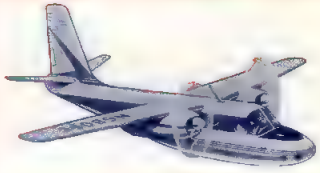
Jet Bombers





Missiles

Executive Planes



COMET

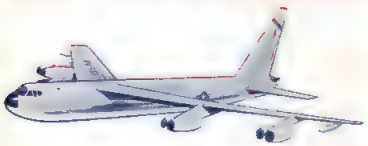
COMET MODEL HOBBYCRAFT, INC. 501 West 35th Street Chicago 16, Illinois

all-plastic models

authentic scale

Available in fast-selling Assortments or Straight Cases

Jets



Bombers

39c each

Generous Tube of COMET CEMENT included in each Kit

features:

- Molded in realistic colors in high-gloss plastic, clear plastic windows
- Wingspans approx. 7" —swivel-type pedestals
- Easy-to-follow plans; authentic decals 4-color boxes

12 Jets, Fighters, Bombers and Executive Planes

Kit No.

PL-20 - Douglas B-66
PL-21—Boeing B-52 Stratofort
PL-22—Boeing B-47 Stratojet
PL-23—Piper Apache
PL-24—Aero Commander 680
PL-25 Cessna 310
PL-26—Boeing 707 Jet Airliner
PL-27—Beechcraft Super 18
PL-28—Grumman S2F 1 Hunter-Killer
PL-29—Lockheed F-104A Starfighter
PL-30—Republic P-47 Thunderbolt
PL-31—Convair B-58 Hustler

The Lockheed F-104-A Starfighter **Kit No. PL-500**

A 10¼" true-to-scale model of the supersonic, record-breaking night-fighter interceptor which has been called "a missile with a man in it"! Details include pilot, wing-tanks, authentic decals. The 4-color box illustrates an exciting night take-off!

The Republic P-47 Thunderbolt **Kit No. 501**

A richly-detailed replica of the fighter-bomber which made history in World War II. The model has a 4-bladed prop that really spins, gas tanks, machine guns, pilot, color decals. Wingspan 9", length 7¼". 4-color box depicts desert battle scene.

The Beechcraft Super 18 **Kit No. PL-502**

Scale model of the luxurious twin-engined executive transport plane which is the last word in comfort and rich appointments. Engines fully detailed, propellers really spin! Vivid 3-color decals. Wingspan 10", length 6⅞". Beautiful 4-color box

69c each

features:

- Beautifully detailed, amazingly realistic
- All windows, windshields, and canopies in clear plastic
- New-type ball-swivel pedestal
- Big wingspans—big values
- Stunning 4-color boxes reproduced from original paintings

Available in Assortments or Straight Cases

"MODEL BUILDING BUILDS MODEL BOYS"®

all-plastic models
authentic scale

98c each

Kit No. PL-800—BOEING 707 JET AIRLINER
Big, beautiful! Wingspan 13⅞" – length 12⅜"; 10 wheel landing gear, 12 clear plastic windows, pilot's cabin

Kit No. PL-801—GRUMMAN S2F-1 HUNTER-KILLER
Model includes extensible sonar turret and magnetic detector boom, rockets, "Sta-put" ball swivel stand. Wingspan 15¾", length 9⅛"

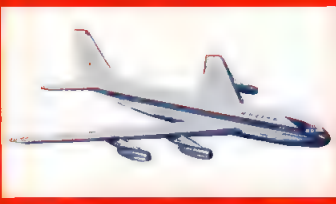
Kit No. PL-802—CONVAIR B-58 HUSTLER
Detachable pod, clear plastic windshield, pilot, landing gear, "Sta-put" ball swivel stand. Wingspan 7½", length 13⅛".

Kit No. PL-803—ATLAS SM-65 Intercontinental Ballistic Missile
Complete with Cape Canaveral type Launching Platform with fully detailed floor, stairways, piping. Height with platform, 12".

Kit No. PL-804—U.S. ARMY JUPITER C MISSILE
Complete with detachable Explorer Satellite and Cape Canaveral type Launching Platform. Height, including platform, 12¼".

Kit No. PL-805—HILLER X-18 VTOL PROPELLOPLANE
A Comet exclusive. Model has fully-operating 90° tilting wing, transparent plastic windows, new-type swivel stand. Wingspan 8⅝", length 10¾".

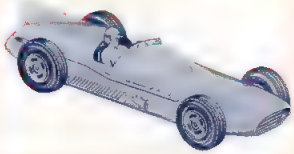
Kit No. PL-806—COUGAR RACE CAR—CO_2 Powered
Original design; real rubber tires, colored hubs, metal axles, clear plastic windshield, driver, steering wheel Length, 8⅛".



features:
- Big, BIG Wingspans
- True-to-scale
- Many action features
- High-gloss plastic in authentic colors; decals included
- Spectacular 4-color boxes

Boeing 707 Jet Airliner

Hiller X-18 VTOL Propelloplane



Cougar Race Car

Available in Assortments or Straight Cases

$1.98

PANTHER all-plastic electric race car
Kit No. 1400
Electric Motor included

A Comet "Action-Kit"—movable clear plastic canopy, wheels steerable from cockpit, and thrilling speed with its 3-volt electric motor powered by 2 low-cost pen-cells'* Genuine rubber tires, driver, colorful decals. Molded in high-gloss two-tone plastic. 9½" long, a really *big* car! All necessary hardware.

**Batteries not included.*

COMET

COMET MODEL HOBBYCRAFT, INC. 501 West 35th Street Chicago 16, Illinois

all-plastic models in 6 popular sets

$1.79 to $2.98 each

Set No. 1416 — JET STREAM SET
$1.79

Set No. 1417
"AIR-'N-SPACE" SET
$2.29

Set No. 1413 — STEP-UP SET
$1.98

Set No. 1414
"OUT OF THIS WORLD" SET
$1.98

Set No. 1418
"WINGS OVER AMERICA"
$2.49

Set No. 1415 — AMERICA'S AIR POWER in PLASTICS
$2.98

Nothing's more fun—and nothing makes a better gift for any occasion—than a Comet Set. Here they are in a wide variety to please every model enthusiast:

Set No. 1416 — JET STREAM SET—6 of the hottest jets in the air, each true-to-scale, each in its own full-color box which shows through the cut-out container. **$1.79**

Set No. 1417 — "AIR-'N-SPACE" SET—They're in the air over America—or heading for space! Four big beauties in 4-color boxes, a die-cut container. All *scale*. **$2.29**

Set No. 1413 — STEP-UP SET—Makes it e-a-s-y and fun to learn model building—step-by-step! Contains 6 true-to-scale models—all-plastic and balsa; Comet Cement and Cement for Plastics; 20-page book, "What Makes an Airplane Fly." In striking box printed in 5 colors. **$1.98**

Set No. 1414 — "OUT OF THIS WORLD" SET—4 headline-making missiles—America's "missile-muscle"—each authentic scale from official blueprints! In a smart "open-face" box which shows off the individual 4-color cartons. **$1.98**

Set No. 1418 — "WINGS OVER AMERICA"—Another "open-face" container which shows off full-color boxes containing 6 giant bombers and businessmen's planes. Fun to build, fascinating to look at! **$2.49**

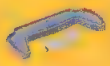
Set No. 1415 — AMERICA'S AIR POWER in PLASTICS—Here's Uncle Sam flexing his biceps—four big all-plastic true-to-scale models of the planes that make us mighty in the air! Super-sized box, printed in rich full-color. **$2.98**

"MODEL BUILDING BUILDS MODEL BOYS"®

ready-to-fly gas-engin
all-plastic models–

$8.95 to $10.95

features:



- Control handle and lines included with every model
- Complete with powerful, quick-starting Gas Engines
- Molded in high-impact plastic in scale colors; colorful decals

COMET

*push butt
starting

*on ALL models
except PLM-30*

PLM-30—Piper TRI-PACER
with Engine **$8.95**

True-to-scale in every respect! A snappy reproduction of the popular sports plane seen on airfields everywhere. In sparkling two-tone plastic—vivid blue and yellow. Cushion rubber tires, tricycle landing gear. Wingspan 16", length 11⅜".

T-38 Trainer

No. 2131—T-38 TRAINER
with Engine **$9.95**

Comet's new version of a military-trainer-type of plane has a rich white, red and yellow color scheme. Clear plastic bubble canopy shows pilot and cockpit details plainly. Easy to fly and control; wide tread tri-cycle landing gear makes ground control simple. Wingspan 14", length 14¾".

Curtiss P-40 Tiger Shark

PLM-33—CURTISS P-40 TIGER SHARK
with Engine **$10.95**

True-to-scale faithful reproduction of the plane used with telling effect by Major Chennault's "Flying Tigers" on the Burma-Chinese front in World War II. Plastic in *scale* brown with red accents. Clear plastic canopy, many other details. Wingspan 16", length 13⅝".

COMET

COMET MODEL HOBBYCRAFT, INC. 501 West 35th Street Chicago 16, Illinois

powered U-control
no building necessary

Mustang F-51

Starfighter

new window boxes —printed in 4 colors

$10.95 and $12.95

features:

- **True-to-scale models**
- **Packed in sturdy protective chests, printed in thrilling colors**

No. 2344—COMET SABRE XF-500
with Engine and Exclusive Push-Button Starter **$10.95**
First ready-to-fly model equipped with Comet's new push-button starter! Same "swept-back" wing design as old Sabre 44, but re-designed to give it a new, longer look, new colors, new appearance with inverted engine mounting. Easier to control Clear canopy. Tri-cycle landing gear with rubber tires. Wingspan 14", length 14⅜".

PLM-45—MUSTANG F-51
with Engine and Starter **$12.95**
The fighter plane that won the hearts of the free world—and still high in popularity! This true-to-scale model is molded in striking two-tone plastic, with clear plastic bubble canopy, rubber tires, lots of authentic details. Wingspan 16", length 13⅜".

PLM-46—STARFIGHTER
with Engine and Starter **$12.95**
An original Comet design, inspired by modern supersonic jets, and executed in rich grey plastic. Double-wheel nose gear, cushion rubber main wheels, clear plastic canopy—a BIG model—19⅝" long, wingspan 16".

PLM-47—SNARK SM-62 and LAUNCHER
with Engine and Starter **$12.95**
Faithful to the original — down to the last detail. In flashing red plastic with bright yellow launcher. Big, beautiful and thrilling in flight! Wingspan 13½", length 18⅝".

COMET ENGINE STARTING ACCESSORIES

No. 0250. POWER PAK includes ½ pt. glo-fuel, 1½ volt battery, ignition wire, glo-clip, and wrench $2.98

No. 0125. Battery—1½ Volt 1.25

No. 1250. Comet Engine Starting Kit—includes ¼ pt. glo-fuel, ignition wire, glo-clip, and wrench 1.25

$9.95 and $11.95

ready-to-run gas-engine powered

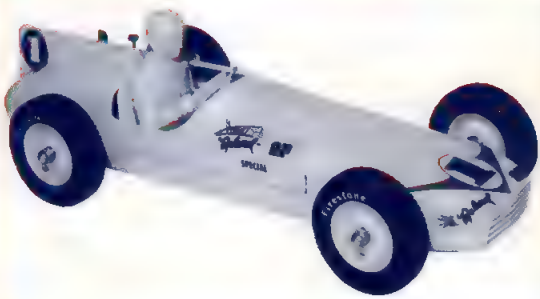
all-plastic race cars

No. 2834—**The COMET HORNET PROPELLER-DRIVEN RACE CAR** with Powerful Gas Engine, Bridle and Tetherlines

This baby is really *fast!* The rear-mounted prop, Comet-designed, and an efficient, fast-starting gas engine, makes the Hornet a real speed merchant! This is a Comet original, inspired by the record-breakers of the Bonneville salt flats. Real rubber tires, decals, driver, many other realistic details. In full-color high-impact plastic. Nothing to build—just fuel up, connect the lines, flip the prop, and the Hornet flashes into action! Length 12¼". In 4-color window box. **$9.95**

PLR-3200—**The COMET Belond AP Special** with Super-Powered Gas Engine and Starter, Bridle and Tetherlines

A true-to-scale replica of the winner of the 1957 and 1958 Indianapolis 500 mile Classics! Rubber tires, driver, decals; high-impact plastic in sparkling color. Clear plastic windshield. The super-powered engine and inspired engineering give this car dazzling speed! Length 11". The 4-color box shows the racer at the moment of victory in an exciting track scene. **$11.95**



COMET

COMET MODEL HOBBYCRAFT, INC. 501 West 35th Street Chicago 16, Illinois

COMET

AUTHENTIC SCALE
MODEL AIRPLANES AND
RACE CARS IN PLASTIC AND
BALSA CONSTRUCTION KITS

READY TO FLY, READY TO RUN
GAS MODELS

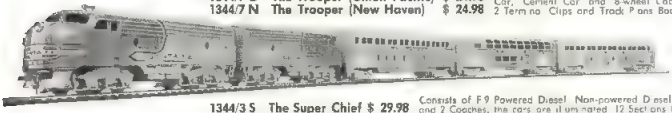
CEMENTS—PAINTS

COMET MODEL HOBBYCRAFT, INC. CHICAGO 16, ILLINOIS

Fleischmann HO SCALE MODEL

1344/3 U City of Los Angeles $ 29.98 Consists of F9 Powered Diesel, Non-powered Diesel, Baggage Car, Lighted Diner, Lighted Coach, 12 Sections Curved Track, 2 Terminal Clips and Track Plans Booklet

1344/7 S The Trooper (Santa Fe) $ 24.98
1344/7 U The Trooper (Union Pacific) $ 24.98
1344/7 N The Trooper (New Haven) $ 24.98
Consists of F9 Powered Diesel Locomotive, Non-powered Locomotive, Cool Hopper, Refrigerator Car, Flat Car with Load, Hopper Car, Car, Cement Car and 8-wheel Caboose, 12 Sections Curved Tr 2 Terminal Clips and Track Plans Booklet



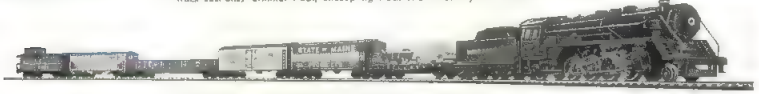
1344/3 S The Super Chief $ 29.98 Consists of F9 Powered Diesel, Non-powered Diesel, Santa Fe hi-level Dining Car and 2 Coaches, the cars are illuminated, 12 Sections Curved Track, 2 Terminal Clips and Track Plans Booklet

1355/5 The Mogul Eight Ball $ 29.98
Consists of all-metal 2-6-0 loco, with electric headlight, Tender, Box Car, Cement Car, Refrigerator Car, Gondola Car, 8-wheel Caboose, 12 Sections Curved Track, 2 Terminal Clips, and Track Plans Booklet
1355/5 Smoke $ 34.98 Above set with smoking locomotive and 4 smoke cartridges

1344/3 N Yankee Clipper (New Haven) $ 29.98 Consists of F9 Powered Diesel, Non-powered Diesel, NH Combine, 2 lighted New Haven Coaches, 12 Sections Curved Track, 2 Terminal Clips and Track Plans Booklet

Fleischmann HO
the thing for you

1340/5 The Work Train $ 34.98 Consists of all-metal Baldwin Diesel Locomotive in Chicago-North-Western colors, Counterweight Car, 12 wheel heavy duty Crane Car, Cement Car, Gondola, Work Caboose, Track layout consists of 12 curved track sections, terminal track, uncoupling track and Track Layout Booklet



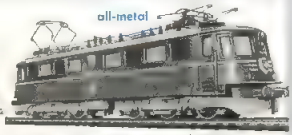
1367/6 Mikado Fast Freight with load $ 39.98 Consists of all-metal Mikado Locomotive with electric headlight and tender, Flat Car with Load, Box Car, Refrigerator Car, Gondola, Cement Car and 8-wheel Caboose, Track layout consists of 12 curved track sections, terminal track, uncoupling track and Track Layout Booklet
1367/6 Smoke $ 44.98 Above set with smoking locomotive and 4 smoke cartridges

EUROPEAN PROTOTYPES

Since Fleischmann products are sold in the entire world, models are available. These include German, Swiss, Italian and Swedish prototypes. All are made with the same care and precision workmanship as characterize the American models. They can be combined with American

1385 Diesel Electric Locomotive $ 19.98
Model of the Belgian State Railways C-C Diesel. Lights at both ends reverse with direction of travel. A motor constructon, rubber tires on 2 wheels for extra traction.

1380 Diesel Hydraulic Switcher $ 14.98
Prototype of this all-metal engine is the new Class V 60 of the German Federal Railways. Large numbers of these engines are now being put into service, mostly as switchers. Fleischmann's model has 2 electric headlights.



1334 Swiss Electric Loco $ 29.98
The prototype of this brute is used on the St. Gotthard line and boasts 6000 hp. Thus it can haul the heaviest freight and passenger trains over this difficult line. Like all Fleischmann electric engines, it can be operated either from the overhead wire or the rails. It has 3 headlights at each end, which change automatically with the direction of travel.

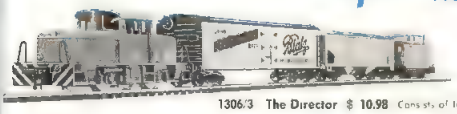
5 YEARS OF Fleischmann - OUR DIAMOND JUBILEE

1887 1962

o. SC-2
Town & Country"
ady to operate 3 by 5 layout
mpletely wired for two trains
eration. Includes scenic layout
th track, switches, bridge, and
ntrol panel installed. Build
ts trains and power pack
parate
34.98

No. SC-0
"Colorado Special"
40" x 40"
w thout switches or siding
$ 19.98

Fleischmann HO



All train sets on this page include 12 track sections 1701, 2 terminal clips 78 and track plans booklet.

1306/3 The Director $ 10.98 Consists of Industrial Switcher Loco, Refrigerator Car, Cement Car and 4 wheel Caboose

1343/4 S The Herald (Santa Fe) $ 14.98
1343/4 U The Herald (Union Pacific) $ 14.98
1343/4 N The Herald (New Haven) $ 14.98
Consists of F9 Diesel Locomotive, Coal Hopper, Gondola, Box Car and 4-wheel Caboose

300-1343/4 S Above set with Power Pack (Santa Fe) **$ 19.98**

300-1343/4 N Above set with Power Pack (New Haven) **$ 19.98**

300-1304/5 $ 24.98
Above set with Power Pack

1304/5 The Trailblazer $ 19.98 Consists of 0-6-0 Steam Road Switcher with Tender, Hopper Car, Cement Car, Refrigerator Car, Flat Car with Load and 4-wheel Caboose.

New!

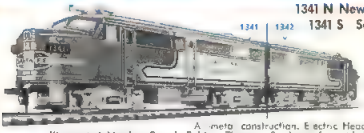
300-1344/5 $ 27.50
Santa Fe Empire Builder set **with Power Pack**
Consists of Santa Fe Diesel Powered Locomotive, Non-powered Locomotive, Gondola, Cement Car, Refrigerator Car, Flat Car with Load, 4-wheel Caboose, 12 sections Curved Track, 2 Terminal Clips, Hook up Wire, Power Pack and Track Layout Booklet

Power Pack 710 included in 300 series train sets

For description and technical details see page 7

ECONOMY - DURABILITY - VALUE!

THE MIGHTY -LOCOMOTIV



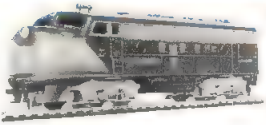
1341 N New Haven
1341 S Santa Fe
Alco
Road
Diesel
$ 14.98

1341 | 1342

All metal construction. Electric Headlight and Illuminated Number Board. Rubber Tires on 2 wheels for added traction

all-metal

1342 N or 1342 S Non-Powered Version $ 9.98

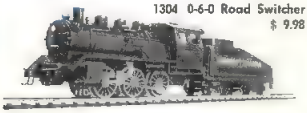


13
F9 Diesel Locom
$

Super detail, metal ch
plastic body. Rubber
on two wheels for
traction. Available
Factory 1343, Sant
1343 S, one New
1343 N colors

F9 Non-Powered
$

Available in the same colors as powered units (1344 U, etc.)



1304 0-6-0 Road Switcher
$ 9.98

with 8 wheel slope back tender with NMRA coupler. Die-cast chassis and super detailed plastic body

1355 Mogul with tender $ 19.98 all-metal

Full valve gear.
Electric headlight. Flanges on all wheels.

1355 Smoke $ 24.98 Includes 4 smoke cartridges

1366 Pacific with tender
$ 24.98
all-metal

Full valve gear.
Electric headlight. Flanges on all w

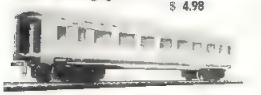
1366 Smoke $ 29.98 Loco w

INDIVIDUAL -CARS SP

PASSENGER CARS

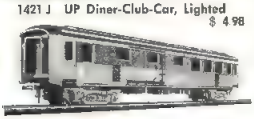
1414 NJ NH Coach, Lighted
$ 5.98

1422 UP Baggage Car
$ 4.98



1420 J UP Pullmann, Lighted
$ 4.98

1421 J UP Diner-Club-Car, Lighted
$ 4.98

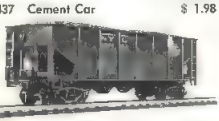


1415 N NH Combine $ 5.98

1440 J Santa Fe Hi-Level Coach, $ 5.98
Lighted

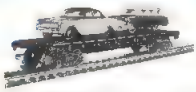
1441 J Santa Fe Chair Car, $ 5.98
Lighted

1437 Cement Car $ 1.98

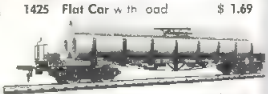


1438 Coal Hopper $ 1.98
with removable dummy load

FREIGHT CARS

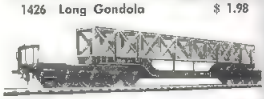


1425 Flat Car with load $ 1.69



1498 Culvert Pipe Car $ 5.98
with movable stakes and load

1426 Long Gondola $ 1.98



1494 $ 6.98
16-wheel depressed center articulated all-meta
flat car with removable stakes and load

1436 Work Caboose $ 2.98

BUY - THE COMPLET

Fleischmann HO SUPER TRACKS

For 120 pages Super Track Manual see page 6

1700 — Full Straight Track, 8" — $ .25

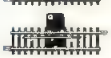
1700/2 — Half Straight Track — $ .20

1700/4 — Quarter Straight Track — $ .15

1700/5 — Fifth Straight Track — $ .15

1700/2 E — Uncoupling Ramp, Manually operated — $ .65

1700/2 K — Terminal Track, Mounted on Ho E Straight Section — $ .65



1700/2 SN — Contact Track, For operating switches and accessories automatically, includes shoe to be affixed to locomotive — $ .65

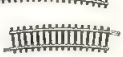
1700/2 T — Gap Section, With 2 terminals (one to each direction). Gapped on one rail only — $ .60

1700/4 T — Gap Section, without terminals. Gapped on one rail only — $ .35

1700/4 U — Circuit Breaker Section, Gapped on both rails. Mounted on ¼ straight track — $ .35

1701 — Curved Track, 16½" Radius — $ .25

1701/2 — Curved Track, 16½" Radius ½ length. — $ .20

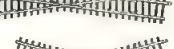


1701½ — Curved Track Section, 16½" Radius, ½ section — $ .20

1701/3 — Curved Track, 16½" Radius, ⅓ length — $ .15

1703 — Curved Track, 14½" Radius — $ .25

1711 — 15° Crossing — $ 2.25

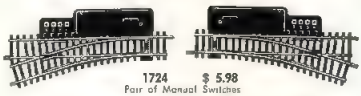


1712 — Crossing 30° Fully insulated — $ 1.50

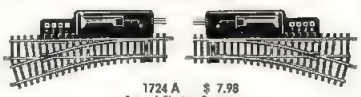
- Plastic Tie Strip
- Spiked at Every Tie
- Super Detailed Ties

- Solid brass Rails
- Profile T Rails
- Highest Conductivity

Rails and Fish Plates Adhere Strictly to NMRA Standards, Rails Anchored to Tie Strip, cannot slide, Mates with other popular makes of H0 track



1724 — Pair of Manual Switches — $ 5.98



1724 A — Pair of Electric Switches — $ 7.98

1725 A — Double Slip Switch (electrically operated) — $ 6.98

1725 — Double Slip Switch (hand operated) — $ 4.98

Electric Switches can be operated through control panels 516 or automatic contact tracks 1700/2 SN. These are **not** included in the price.

FLEISCHMANN Super Switches have built in relays. These make it possible to have automatic layouts, reverse loops, automatic signal operation, automatic control panel lights and many other interesting variations without additional equipment. Full instructions included in each pair of switches.

...ns of any make and used on any layout. European prototype locos and cars have Fleischmann couplers to load. In addition NMRA couplers are supplied, and those desiring them can install them using only a screw driver or a pair of pliers. The Main Fleischmann Catalog shows many additional European models

1372/2 Rail Bus with Trailer — $ 19.98

3 white headlights and red tail lights at each end which burn according to direction of travel. Die Cast Chassis with plastic super structure. Super Detailed throughout

1370/2 2 additional Trailers — $ 7.98

1324 Heavy Tank Locomotive — $ 27.50

2-8-4 T

Model of German Federal Railways Class 65. 3 electric headlights at each end, which change with direction of travel. Super Detailed throughout

78 — Terminal Clip — $ .15

1788 — Bumper for Super-track — $ .98

– ECONOMY – DURABILITY – VALUE!

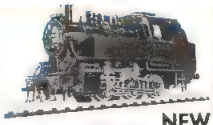
1340 Baldwin Diesel Road Switcher $ 14.98

all-metal

Al-meta construction . e ectric headlight, rubber tires on 2 whee s for ro traction. Yellow and Green in Chicago and Northwestern mark ngs

1306 0-4-0 Industrial Switcher $ 6.98

D e-Cast Chass s, super detailed p astic body. Finished n red and silver



NEW

1322 $ 14.98

0-6-0 T Switching locomotive

Super detailed body, e ectric headlights at both ends, changing according to direction of travel, full va ve gear, all wheels spur gear dr ven

1367 Mikado with tender $ 29.98

all-metal

Full valve gear
Electric headlight. Flanges on all wheels

1367 Smoke $ 34.98 Loco with smoke and 4 cartridges

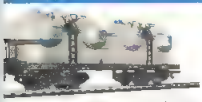
4 cartridges

Accessories for smoking locomotives

102 Package of 4 cartridges, assorted colors **$ .98**

105 Remote Control Refiller **$ 10.98**
disguised as Switch tower

THE WORLD - TRUE TO SCALE



Compressed-air Cement Car $ 5.98
Same Car in kit form $ 3.98

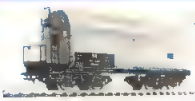
1491 Ballast Car $ 3.98

Refrigerator Car, Wabash $ 2.98
Refrigerator Car, Blatz $ 2.98

Box Car, Western Pacific $ 2.98
Box Car, State of Maine $ 2.98

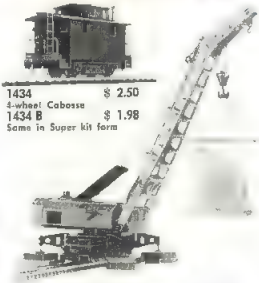
8-wheel Caboose $ 2.98

NEW



1497 Milk Car $ 3.98

1434 $ 2.50
8-wheel Caboose
1434 B $ 1.98
Same in Super kit form



1495 12-wheel Crane Car $ 7.98
1495 B Same in kit form $ 5.98
81 Boom Support $ .49
and 4 wooden outrigger bases

1496 All metal Counterweight Car
$ 4.98

1496 B
Same in kit form
$ 3.50

All Fleischmann Locomotives have:

- Powerful 14 Volt DC motors
- Oversize Armatures
- 360° circular permanent magnet
- Spur Gear Drive
- Great Power and Climb
- Low power consumption (1/5 amp.)
- Flanges on all wheels
- Shoes for automatic signalling
- Radio & TV interference eliminator

In a leaflet of this size, it is naturally impossible to show the full range of products manufactured by Fleischmann. There are many additional accessories, rock items, including European types. There are also the famous steam engines and trains as well as those shown in the large Fleischmann Main Catalog. The $.50 charge which is made for this is credited towards your next order of $ 5.00 or more by any Fleischmann dealer.

COUPON

CHARLES C. MERZBACH CO., INC
95 Fifth Avenue, New York 3, N. Y.

Gentlemen: Enclosed please find $ .50 in coin.

Please send me the Fleischmann Main Catalog

Name

Address

City

MODEL RAILROAD - SYSTEM

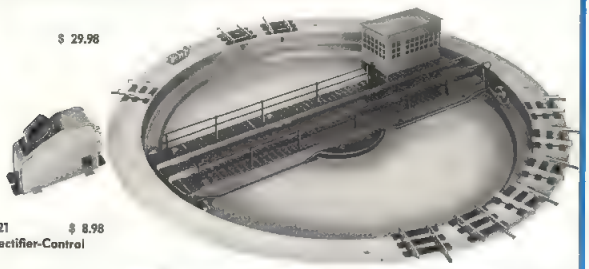
TRACK LAYOUT MANUAL M 3
complete text and easy-to-follow instructions

120 pages completely illustrated **$ 2.98**

THE Fleischmann HO TURNTABLE

1780 Fully automatic turntable The real thing in miniature, with 11¼" diameter pit.

The turntable trackage is of true-profile solid brass Super-track. It matches Fleischmann Super and slim or track Hook-up and operational directions are packed with each turntable. Power is automatically supplied only to tracks need up with bridge. Lines up and locks automatically. Includes control panel 521



$ 29.98

521 $ 8.98
Rectifier-Control

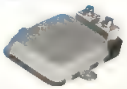
86 $ .25
pair of springs and brushes.

70 $ .35 each
light bulb, screw base

71 $ .35 each
light bulb, bayonet base

72 $ .60 each
light bulb, micro for signals available in red, green and yellow

99 Pair NMRA Couplers $ .30
99/2 Coupler Conversion Kit $ .50
Contains 1 pair NMRA Couplers, 2 brackets, 2 pockets, 4 screws. Will convert any Ideo or car equipped with standard Fleischmann couplers to NMRA coup



519 Track Rectifier $ 1.98
Used where it is desired to block trains, or allow trains to pass in one direction only

$ .79

520 Extension Terminal
Used as a splice where more than one cable is needed between power pack and accessories

508 Terminal Board $ .85
Used to distribute electricity to several accessories. Several boards can be snapped together without using wires. Color-coded.

522 Relay, DPDT $ 3.98
Can be used to operate signals, start and stop trains, protect crossings, and many additional functions. Full instructions included.

523 Resistor $ 1.50
Slows down the train at a yellow signal, so that it approaches the red signal ahead in a realistically slow manner.

Fleischmann HO SIGNALS

Fleischmann Signals can be used in many ways. They can be operated manually through control panel 515. They can be attached to switches 1724 A and set by the operation of the switch. Finally they can be used in automatic block systems in conjunction with relays 522 and automatic contact tracks 1700/2 SN. Full instructions are included with each unit.

1771 Home Signal
one red and one green light bulb, three contact clips, mast and signal head die-cast in zinc. Height about 3⅛".

$ 2.98

1770 Distant Signal
with two yellow and two green lights, three contact clips, mast and signal head die-cast in zinc. Height about 2¼".

$ 4.50

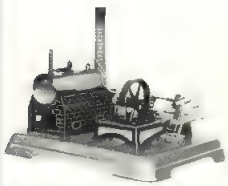
1700/2 MS Electric Ramp
Works with NMRA and Fleischmann standard couplers.

$ 3.98

5 YEARS OF Fleischmann - OUR DIAMOND JUBILEE

Fleischmann STEAM ENGINES are fun to operate!

Fleischmann has been a symbol of quality and safety for seventy-five years
Decades of experience in the construction of steam engines assures sturdy construction and fine proportioning in our engines. The basic principle of the steam engine is of course well known. Steam generated in the boiler drives the piston back and forth in the cylinder. The moving piston rod, being connected with the crankshaft, transforms this back and forth motion into circular motion, which is held at a steady pace by the flywheel. The steam engine can be used to operate mechanical models of all kinds, so that playing with the steam engine provides ever new variations of fun. The substitution of "Esbit" dry fuel instead of liquid fuel is a great advance in the firing technique of steam engines intended for use by children. Our steam engines are delivered ready to run. Each engine comes ready stocked with the proper amount of dry fuel for its initial run. The directions accompanying each engine must be carefully followed. The weighted safety valves are adjusted at the factory for the highest possible steam pressure commensurate with safety.

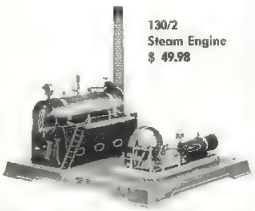


122/2 Steam engine $ 12.98

Brass boiler, 1⅛" diameter, oscillating cylinder, sturdy firebox for Esbit solid fuel, brass piston, safety valve, whistle, air screw, flywheel with pulley, counterbalanced crankshaft, raised flywheel platform with steps and railing. Metal base 7⅛" x 9" height, including stack 7".

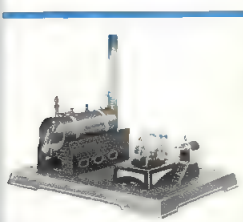
122/3 Larger model $ 17.98

105/1 $ 7.98
Upright Steam Engine
with Whistle 8" high
Boiler diameter 2".



130/2
Steam Engine
$ 49.98

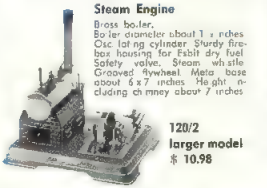
Brass boiler stained steel-blue, new type firebox housing, boiler diameter about 2¼", length about 7½", platform with steps and railing, doubleacting stationary brass cylinder permitting flywheel to operate in either direction, weighted safety valve, whistle, steam cock, pressure gauge, water cock, water-level indicator, threaded fixing cap, grooved flywheel about 3¾", in diameter with variable-speed pulley, steam-oil lubricator, centrifugal governor, metal base about 13 x 14", height including chimney about 14".



122/4 Steam Engine $ 24.98

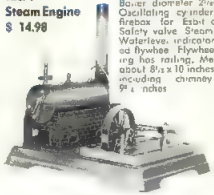
Brass boiler stained blue, with boiler bands. Boiler diameter about 2⅜". Stationary cylinder and reversible flywheel motion. Sturdy firebox for Esbit dry fuel. Safety valve. Threaded filling cap. Dome. Steam whistle. Water glass. Draining cock. Large grooved flywheel. Centrifugal governor. Counterbalanced crankshaft. Raised flywheel mounting with steps and railing. Metal base about 10 x 11". Height including chimney about 12".

125/4 Larger model $ 35.00



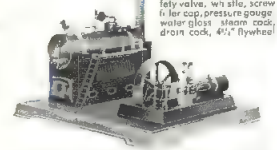
120/1 $ 9.98
Steam Engine
Brass boiler.
Boiler diameter about 1 inches. Oscillating cylinder. Sturdy firebox housing for Esbit dry fuel. Safety valve. Steam whistle. Grooved flywheel. Metal base about 6 x 7 inches. Height including chimney about 7 inches.

120/2
larger model
$ 10.98



120/4
Steam Engine
$ 14.98

Brass boiler stained blue. Boiler diameter 2⅛ inches. Oscillating cylinder. Sturdy firebox for Esbit dry fuel. Safety valve. Steam whistle. Waterlevel indicator. Grooved flywheel mounting has railing. Metal base about 8½ x 10 inches. Height including chimney about 9¼ inches.



135/2
Steam Engine
$ 95.00

Rugged brass boiler stained blue, 3⅛" in diameter 9¼" long. Double-acting non-oscillating brass cylinder with flywheel operable in either direction, steam dome with weighted safety valve, whistle, screw filler cap, pressure gauge, water glass, steam cock, drain cock, 4½" flywheel with multiple pulley, all bearings with oilers, cylinder with grease cup, steam-oil oiler, and governor, mounted on single cast base. Metal base 14½" x 16½". Height including stack, 16".

125/2 Steam Engine $ 19.98

Same as 135/2 but with stationary cylinder, operable in either direction, steam jet lubricator and centrifugal governor.

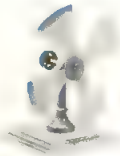
REPRESENTED IN USA BY

CHAS. C. MERZBACH CO., 95 FIFTH AVE. · NEW YORK 3

HN 3 62 Ho Printed in Western-Germany

Fleischmann - STEAM ENGINE ACCESSORIES

209 $ 1.98
Razzle-dazzle wheel
in several colors



211 Fan $ 1.75

224 $ 4.98
Power punch adjustable table

232 $ 2.98
Blacksmith at Anvil

235 $ 2.98
Grindstone with operator

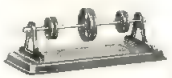
236 $ 4.50
Sausage Machine with Operator

249 $ 2.98
Table saw with adjustable cut

250 Grindstone $ 1.98

MECHANICAL MODELS
These models can be driven by our steam engines. With the help of a transmission, several models can be driven at the same time.

248/0 Transmission $ 1.50
with three pulleys on finely lacquered base, 5" long.



248 $ 2.98
7" long 4 pulleys

248/1 $ 4.98
11" long 6 pulleys

95 ESBIT Dry Fuel $ .49
Package of 20 pellets. All Fleischmann steam engines operate on dry fuel (non toxic).

98 Testing pump $ 2.98
for steam engines.

90 $ .39
Spiral spring drive belt
of brass wire
1 yard long, 1/16" thick.

515 $ 2.45
Remote-Control Unit
for the lights in signals No 1571 and No 1721 in connection with automatic train control

516 $ 1.65
Remote-Control Unit
for control ing two switches with blank tube for each

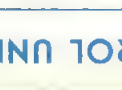
517 $ 1.65
Remote-Control Unit
for four uncoupling tracks with blank label for each

518 $ 2.25
On-off Control Unit
for lights

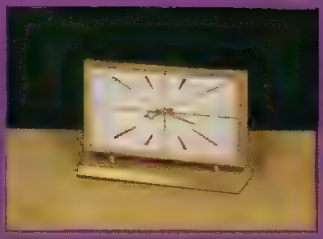
10 Power Pack $ 6.98 **711 Power Pack** $ 10.98 **712 Power Pack** $ 17.98
Can handle any two Fleischmann operation Circuits. Operates on 6 different DC-voltages from 4 to 20 volts, 1½ amps. Has output of approximately 1½ amps. Has constant AC terminals for trains of 0-codes DC terminals for trains coded AC and DC terminals. Can handle many accessories. Control light indicates short circuits or overload.

Any number of control units can be snapped together without using wires to make a control panel for a layout.

507 Control Panel for one Switch $ .79



Fleischmann HO - POWER PACKS AND CONTROL UNITS



SETH THOMAS

makes the clocks that you can sell because . . .

QUALITY

World-Renowned **and** backed by seventy-five Service Centers, one in every major city. With every clock is the written Seth Thomas guarantee.

DESIGN

Interior decorators choose Seth Thomas for **authentic** designs in every popular style –

EARLY AMERICAN
ENGLISH TRADITIONAL
FRENCH PROVINCIAL
CONTEMPORARY

SELECTION

Mantel Clocks – strike every half-hour in mellow tones.

Westminster Chimes – every quarter-hour on five beautifully tuned rods.

Executive Desk and Table Clocks – in perfect taste for home or office.

Decorative Wall Clocks – including America's most famous Banjo Clocks.

Alarms – correctly styled for traditional or modern rooms.

Travel Clocks – 7-jewel movements, bell alarms, genuine leather cases – as low as $6.95.

Ship's Bell Clocks and Barometers – the finest afloat or ashore.

Seth Thomas Commercial Clocks – the quality standard for business use.

PRICE

America's favorite gifts at every price.

LYNTON

Hour and half-hour strike — Our most popular tambour clock. The perfect decorative accessory for narrow mantels, bookcases and cabinets. Beautifully grained mahogany case with contrasting lighter band along the base. Brown numerals stand out against a gilt dial background. Height 8¼" Width 16¾" Depth 4¾" Dial 5⅛". Packed singly. Shipping weight, 6½ pounds.

LYNTON-2E No. 206 — Electric — Retail $45.00*
LYNTON-2W No. 1200 — 8-day Keywound — Retail $45.00*
List 1-5, $38.70 each; 6 or more, $34.00 each

TRADITION

NEW

A reproduction of an Early 19th Century El Terry design. Solid mahogany case with hand-rubbed heirloom quality finish. Colorful New England scene in lower pane die has delicate corner designs in gold and black. Height 15", Width 8" Depth 3¼" Dial 5⅛". Packed singly. Shipping weight, 5 pounds.

TRADITION-3W No. 1217 8-day Keywound Strike — Retail $99.95*
List 1-5, $75.00 each; 6 or more, $72.00 each
TRADITION-4W No. 711 8-day Keywound Time Retail $49.95*
List 1-5, $62.50 each; 6 or more, $60.00 each

SHARON

Hour and half-hour strike — This Early American steeple clock adds a touch of charm to any setting. Selected hardwood case in Colonial mahogany or nutmeg finish. Delicate floral design adds color to dial face, matching gong and on lower panel. Hands and Roman numerals are jet black. Height 15½" Width 9". Depth 4¾". Dial ring 5". Packed singly. Shipping weight, 10½ pounds.

SHARON-10E — Electric Retail $69.00*
No. 207 Mahogany, No. 209 Nutmeg
SHARON-10W — 8-day Keywound — Retail $65.00*
No. 1203 Mahogany, No. 1207 Nutmeg
List 1-5, $51.90 each, 6 or more, $48.00 each

EXETER

Hour and half-hour strike — A reproduction of a 17th Century English bracket clock. Beautifully proportioned solid mahogany case with sides in richly grained mahogany veneer. Polished solid brass handle. Shock-protected floating escapement with suspended balance. Equipped with silencing lever to shut off striking mechanism. Height 10¼" Width 7½". Depth 3⅞" Dial 5½". Packed singly. Shipping weight, 5 pounds.

EXETER-E Electric Retail $49.95*
No. 215 Mahogany, No. 218 Nutmeg
EXETER-W 8-day Keywound — Retail $49.95*
No. 1215 Mahogany, No. 1216 Nutmeg
List 1-5, $42.50 each, 6 or more, $40.00 each

*Plus Tax

DARIEN

Hour and half-hour strike ... an outstanding contemporary design. Fine grained brown mahogany case accented by gold-plated ornamenta top and base. Applied solid brass numeral markers and hands. Brushed silver-plated dial. Shock-protected floating escapement with suspended balance. Height 9⅝". Width 7⅜". Depth 3⅜". Dial 5½". Packed singly. Shipping weight, 6½ pounds.

DARIEN-E No. 208 — Electric — Retail $59.50*
DARIEN-W No. 1205 — 8-day Keywound — Retail $59.50*
List 1-5, $74.40 each; 6 or more, $71.40 each

WOODBURY

NEW

Quarter-hour Westminster Chime — The new, compact Westminster chime clock you've been asking for ... designed for the smallest of rooms. Beautifully proportioned mahogany case is styled to blend with traditional or modern decor. Legible dial with dark brown numerals. Polished solid brass sash. Height 8". Width 17½". Depth 4½". Dial 5½". Packed singly. Shipping weight, 8 pounds.

WOODBURY No. 1302 — 8-day Keywound — Retail $59.95*
List 1-5, $75.00, 6 or more, $72.00

SETH THOMAS

Strikes and Chimes

TRADITIONAL AND MODERN DESIGNS OF AMERICA'S BEST-LOVED CLOCKS

MEDBURY

Quarter-hour Westminster Chime — A distinctive tambour clock with gracefully sweeping lines. Rich mahogany case with front panel of walnut veneer. Silver-coated dial with legible black numerals and hands. Height 9¼". Width 20". Depth 5½". Dial 6¾". Packed singly. Shipping weight, 13 pounds.

MEDBURY-EE No. 1400 — Electric — Retail $75.00*
MEDBURY-6W No. 1300 — 8-day Keywound — Retail $75.00*
List 1-5, $63.80 each, 6 or more, $60.00 each

LEGACY

Quarter-hour Westminster Chime — Retains the dignity and charm of a famous design created by Thomas Tompion, an 18th Century English master. Beautifully grained mahogany case accented by select crotch mahogany veneer. Antique brass dial has heavy center and corner decorations and silvered dial ring with Roman numerals etched and filled in black. Height 14⅜". Width 10¾". Depth 7½". Dia. ring 6". Packed singly. Shipping weight, 16½ pounds.

LEGACY-IV — For those who want the very best. Hand-rubbed special mahogany case with antique bronze presentation plate.

LEGACY-3E No. 1401 — Electric — Retail $125.00*
LEGACY-3W No. 1301 — 8-day Keywound — Retail $125.00*
List 1-5, $157.50; 6 or more, $150.00 each
LEGACY-IV No. 1303 — 8-day Keywound — Retail $140.00*
List 1-5, $175.00 each; 6 or more, $168.00 each

CLOCKS FROM $10.00 - TURN PAGE

*Plus Tax

"KEYWOUND" BELL ALARMS

NEW

FACET

40-hour alarm — You can see right through its crystal-clear case and watch it run. Facet is fascinating — and educational — for the very "young" and all who like to see "what makes a clock tick"! Polished solid brass bezel and raised numerals. Luminous hands and hour dots. Height 3¼" Width 3⅛" Depth 1½" Dial 2¼" Shipping weight each, 2 pounds, case of 6 clocks, 5½ pounds

FACET No. 962 Retail $10.95*

List 1-5, $14.20; 6 or more, $13.70 each

NEW

ROMANCE

40-hour alarm — A pretty little clock for a lady's boudoir lends a bright, feminine touch to any setting. Highly decorated, polished solid brass case frames the silver-colored face. Raised brass numerals and hour marks. Luminous hands and hour dots. Height 3⅜" Width 3¼" Depth 2" Dial 1⅞". Shipping weight each, 1 pound, case of 6 clocks, 5 pounds

ROMANCE No. 974 Retail $10.95*

List 1-5, $14.20 each; 6 or more, $13.70 each

SEVERN

30-hour keywound bell alarm Beautifully grained solid mahogany case accented by polished, solid brass decorative trim and feet. White dial with tangible black numerals. Luminous hour marks and hands. Height 3¾" Width 3⅞". Depth 1⅝" Dial 2¼" Shipping weight each, 2 pounds, case of 6 clocks, 6½ pounds

SEVERN-3 No. 940 Retail $10.95*

List 1-5, $14.20 each, 6 or more, $13.70 each

TRENT

30-hour keywound bell alarm — An ideal bedroom clock, yet its smartly tailored lines make Trent an important clock for desk, table or bookcase. Fine grained mahogany veneer case is mounted on polished solid brass base. Silver colored face framed in bright solid brass has raised brass numerals. Luminous hands and hour dots. Height 3¾" Width 4¾" Depth 1⅜" Dial 1¾" x 2½". Shipping weight each, 1 pound, case of 6 clocks, 5 pounds

TRENT No. 978 — Retail $11.95*

List 1-5, $15.50 each, 6 or more, $15.00 each

*Plus Tax

SETH THOMAS

TABLE TOP Fashions in time

BUCKINGHAM

A small replica of the English Cabinet Clock so popular in Colonial Virginia. The Buckingham is a distinguished timepiece for living or dining room but with an alarm feature that makes it a decorative necessity in any bedroom. Beautifully grained solid mahogany case is accented by solid brass handle and bezel. Clear reading black numerals contrast to brilliant white dial. Black serpentine hands. Height 7" Width 5" Depth 2½" Dial 3½". Shipping weight each, 1¾ pounds, case of 6 clocks, 11½ pounds

BUCKINGHAM-2E — Electric — Retail $19.95*

No. 960 Mahogany, No. 961 Nutmeg Mahogany

List 1-5, $25.00 each; 6 or more, $24.00 each

BUCKINGHAM-2W — New 8-day Keywound bell alarm Retail $24.95*

No. 978 Mahogany, No. 979 Nutmeg Mahogany

List 1-5, $31.50 each, 6 or more, $30.00 each

POISE

Electric bell alarm — A classic design of enduring beauty. Rich mahogany case, framed and footed in brass. Antique face and screw-type hands. Height 5¼" Width 5⅜" Depth 2¼". Dial 3⅜" Shipping weight each, 3 pounds, case of 6 clocks, 13 pounds.

POISE No. 516 — Retail $17.95*

List 1-5, $22.40 each; 6 or more, $21.80 each

NEXT - *THE MOST COMPLETE COLLECTION*

"ELECTRIC" ALARMS IN HARDWOODS

NEW

EXECUTIVE

7-jewel, 8-day bell alarm — Smart classic lines make Executive the ideal clock for every VIP. Polished solid brass frames the distinctive dial. Raised brass numeral sticks and hands. Solid brass base has brushed brass top suitable for an engraving — perfect for awards or prizes. Height 4¾". Width 6⅞". Depth 2½". Dial 6¼" x 3⅛". Packed singly. Shipping weight, 3 pounds.

EXECUTIVE No. 842 Retail $29.95*

List 1-5, $27.44 each; 6 or more, $25.94 each

BAXTER

Electric - Favorite clock for a man's desk — and an attractive addition to den, living room or bookcase. Rich grained solid mahogany case in either standard or nutmeg finish. Silver-plated dial with embossed center in ivory. Polished solid brass bezel. Height 4¼". Width 8½". Depth 2⅛". Dial 6¼" x 2½". Shipping weight each 3 pounds, case of 6 clocks, 14½ pounds.

BAXTER Retail $24.95*

No. 106 Mahogany, No. 110 Nutmeg

List 1-5, $21.50 each, 6 or more, $20.00 each

LORRAINE

Electric bell alarm — A warm provincial design that will enhance any setting. Solid mahogany case in fruitwood or regular mahogany finish. Antique brass decoration. Silver-plated dial has applied polished solid brass numerals of distinctive design. Bright brass hands. Height 6½". Width 6¾". Depth 3⅜". Dial 5¼" x 3¼". Shipping weight each, 3 pounds; case of 6 clocks, 18 pounds.

LORRAINE Retail $24.95*

No. 534 Fruitwood, No. 538 Mahogany

List 1-5, $21.50 each; 6 or more, $20.00 each

NEW

BEVERLY

Electric Alarm — The newest fashion in wood cased alarms in two of today's most popular finishes — walnut and mahogany. Beveled sides and contoured top and base combine to give the clock a smooth free-flowing look. Radial numeral dial, luminous hour dots and hands. Height 4¼". Width 4⅝". Depth 1⅞". Dial 3⅛". Shipping weight each, 3 pounds case of 6 clocks, 12 pounds.

BEVERLY Retail $10.95*

No. 541 Mahogany, No. 542 Walnut

List 1-5, $14.20 each; 6 or more, $12.70 each

SHERWOOD

Electric alarm — Rich grained solid mahogany case with fluted ends. Perfect for boudoir, den or desk, at home in any decorative scheme. Polished solid brass bezel frames full figured dial. Luminous hands and hour dots. Height 4⅜". Width 6". Depth 2¼". Dial 3". Shipping weight each, 3 pounds, case of 6 clocks, 12 pounds.

SHERWOOD — Retail $12.95*

No. 505 Mahogany, No. 506 Nutmeg

List 1-5, $10.80 each; 6 or more, $10.20 each

WAYNE

Electric alarm - The right accessory for bedroom, den or desk. Rich mahogany finish with lightly tinted dial or solid maple in warm fruitwood finish. Polished brass numeral ring and hands. Curved crystal. Height 5¼". Width 4⅝". Depth 2¾". Dial 4". Shipping weight each, 3 pounds; case of 6 clocks, 19½ pounds.

WAYNE Retail $12.95*

No. 532 Fruitwood, No. 535 Mahogany

List 1-5, $10.80 each, 6 or more, $10.20 each

CANEWOOD

Electric alarm — Combined solid mahogany case and woven wicker-type front make Canewood a pleasant addition to any decor. Bold, polished solid brass bezel frames full figured dial. Luminous hands and hour dots. Solid brass spade type feet. Height 4⅞". Width 6". Depth 2½". Dial 3". Shipping weight each, 3 pounds, case of 6 clocks, 12 pounds.

CANEWOOD No. 536 Retail $14.95*

List 1-5, $13.50 each, 6 or more, $12.80 each

OF FINE TRAVEL CLOCKS FROM $6.95

*Plus Tax

PRESTIGE

A colorful version of the Tavern clock. Black and green clocks have hand painted golden ivy garland, while contrasting hand painting adorns the white and gold-colored models. Black numerals and hands. Mounts to conceal cord and outlet. Height 10½". Width 8". Depth 2½". Dial 5¼". Packed 6 of a color to a case. Shipping weight each, 3 pounds; case of 6 clocks, 13 pounds.

PRESTIGE E Electric — Retail $12.95*

No. 301 Black, No. 303 Green, No. 324 Gold, No. 328 White

List 1-5, $16.80 each; 6 or more, $16.20 each

NEW

DEERFIELD

An authentic Early American shelf clock, the versatile Deerfield can be hung on the wall, or placed on mantel or bookcase. Ideal for any room in the home. Fine grained solid mahogany case. Quaint dial and lower panel have warm background accented by colorful floral motif. Height 10¼". Width 7⅛". Depth 2⅜". Dial 5¼". Shipping weight, 4 pounds.

DEERFIELD-E No. 332 — Electric — Retail $35.00*

DEERFIELD-W No. 832 — 8-day Keywound — Retail $39.00*

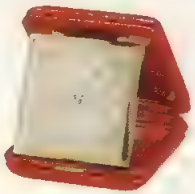
List 1-5, $43.80 each, 6 or more, $42.00 each

SETH THOMAS Wall Clocks

FOR MORE DECORATOR WALL CLOCKS SEE FOLLOWING PAGES

ASK YOUR DISTRIBUTOR ABOUT OUR TRAVEL-TIME DISPLAY

SETH THOMAS Travel Clocks



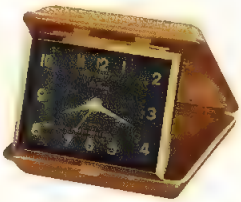
Classmate-5

7-jewel, 30-hour alarm — A sturdy traveler. Silver-plated dial, raised gold-colored numerals. Luminous hands, hour dots. Genuine leather case. Polished solid brass bezel. Height 3⅛", Width 2¾" Depth 3⅛" Dia 1⅞"

CLASSMATE-5 Retail $9.95*

No. 918 Tan, No. 919 Brown, No. 920 Red

List 1-5, $13.00 each; 6 or more, $12.50 each



Classmate-12

7-jewel, 30-hour alarm — Extra-large traveling clock with black rectangular face. Full luminous-figured dial and hands, very clear and easy to read, day or night. Polished solid brass trim and bezel. Height 3¾" Width 3½" Depth 3". Dial 2¾" x 1¾"

CLASSMATE-12 — Retail $11.95*

No. 950 Tan, No. 951 Black

List 1-5, $15.50 each; 6 or more, $15.00 each

Classmate-14

40-hour bell alarm — Genuine leather travel clock priced to sell in volume. Polished solid brass bezel frames silver-colored face. Full luminous numerals and hands. Height 3". Width 2⅝" Depth 3" Dial 2".

CLASSMATE-14 — Retail $6.95*

No. 965 Black, No. 966 Tan, No. 967 Green, No. 968 Blue, No. 969 Red

List 1-5, $8.72 each; 6 or more, $8.52 each

PROFITABLE WALL CLOCKS

*Plus Tax

ACCENT

Traditional design with a modern flair — just the right American ACCENT for any room. Shock and heat-resisting black phenolic case. Polished solid brass finish ring and fashionable metal grille. Edges and bezel gilded in bright color. Height 12". Width 10". Depth 2⅝". Dial 5½". Shipping weight each, 3 pounds, case of 6 clocks, 21 pounds.

ACCENT-1E No. 318 — Electric — Retail $19.95*
List 1-5, $20.00 each; 6 or more, $24.00 each

ACCENT-1W No. 618 — 8-day Keywound — Retail $24.95*
List 1-5, $31.50 each; 6 or more, $30.00 each

ACCENT BAROMETER COMBINATION

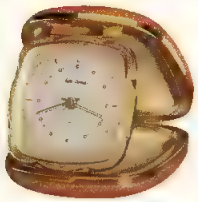
An ideal duet -- the Accent clock and barometer. Two perfect matching beauties — one tells time, the other forecasts weather. Double your profit — Sell them in pairs.

NEW

ACCENT BAROMETER

Traditional in design — the perfect accessory for the popular Accent clock. Compensated movement. Shock and heat-resisting black phenolic case. Polished solid brass finish ring and bright metal grille. Gilded edges and bezel. Height 12". Width 10". Depth 2⅝". Dial 5½". Shipping weight each, 3 pounds; case of 2 barometers, 6 pounds.

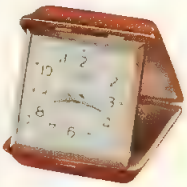
ACCENT BAROMETER No. 1518 — Retail $19.95*
List 1-5, $20.00 each, 6 or more, $24.00 each



Classmate-8

7-jewel, 30-hour alarm — A dainty clock in unusual cushion shape. Genuine leather case trimmed in polished solid brass. Silver finished face. Luminous hands, hour dots. Height 3". Width 2¾". Depth 3⅛". Dial 1⅞".

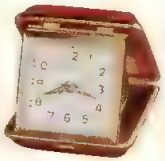
CLASSMATE-8 — Retail $10.95*
No. 930 Tan, No. 932 Red, No. 964 Light Blue
List 1-5, $14.20 each; 6 or more, $13.70 each



Classmate-10

30-hour alarm — A handsome traveler cased in genuine leather. Choice of brown, green or tan. Full figured silver-colored dial with raised brass numerals, luminous hands and hour dots. Polished solid brass bezel and trim. Height 2¾". Width 2⅜". Depth 2¾". Dia. 1⅞".

CLASSMATE-10 — Retail $8.95*
No. 944 Brown, No. 945 Green, No. 946 Tan
List 1-5, $11.70 each; 6 or more, $11.30 each



Classmate-11

30-hour alarm — Pretty and pert with bright silver-colored face. Raised brass numerals, luminous hands and hour dots. Polished solid brass trim and bezel. Genuine leather case. Height 2½". Width 2¾". Depth 2⅜". Dial 1½".

CLASSMATE-11 — Retail $8.95*
No. 947 Blue, No. 948 Red, No. 949 Tan
List 1-5, $11.70 each; 6 or more, $11.30 each

NEW

Classmate-16

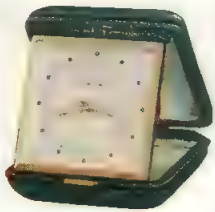
7-jewel, 30-hour alarm — Rich, genuine calf leather cases — smooth to the touch. Jet black rectangular face framed by polished solid brass bezel. Luminous hands and numerals. Height 2¾". Width 3". Depth 2⅜". Dial 2¼" x 1⅝".

CLASSMATE-16 — Retail $11.95*
No. 961 Brown, No. 962 Green, No. 963 Red
List 1-5, $15.50 each; 6 or more, $15.00 each

Travadate-2

7-jewel, 30-hour alarm — Tells the time — tells the date — rings the alarm to awake. Bright, polished solid brass trim and bezel. Genuine leather case. Silvery dial with raised brass numerals, luminous hands and hour dots. Height 3". Width 2¾". Depth 2⅛". Dial 2".

TRAVADATE-2 — Retail $12.95*
No. 955 Black, No. 956 Red, No. 957 Tan
List 1-5, $16.80 each, 6 or more, $16.20 each



Travaweek

7-jewel, 8-day alarm — Tan, red, brown, or green genuine leather case. Raised gold-colored hour markers on silver-colored face. Luminous hour dots and hands. Polished gold brass bezel. Height 3⅜". Width 3". Depth 3⅜". Dial 2⅛".

TRAVAWEEK — Retail $14.85*
No. 933 Tan, No. 934 Brown, No. 935 Red, No. 936 Green
List 1-5, $18.50 each; 6 or more, $18.00 each

*Plus Tax

SETH THOMAS Decorator Wall Clocks

DECLARATION

As American as the "Stars and Stripes." A great golden eagle clock for rooms of every style and color scheme. A brilliant accessory for public buildings, offices and reception rooms. Polished solid brass bezel. Bold black numerals on metal dial. Precision 8-day movement winds by a retracting nylon cord easily reached at the base. Height 17½". Wingspread 27½". Depth 2⅝". Diameter clock case 8⅛". Dial 5". Packed singly. Shipping weight 12 pounds.

DECLARATION No. 835 — 8-day Full-wind — Retail $55.00*
List 1-5, $49.30 each; 6 or more, $46.00 each

SPICE CHEST

Early American housewives loved these handy little cabinets, now Seth Thomas has put a clock right where it's most convenient. This charming accent for your wall or sideboard is made of heavy selected hardwood in Rockport maple finish. The drawers, with their brass handles, make handy places for keys, coins or pencils. The delicate old rose design of the dial is Mylar-protected to remain fresh for decades. Height 15⅜". Width 6¼". Depth 4½". Dial 5". Packed singly. Shipping weight, 6 pounds.

SPICE CHEST No. 3002, 7-jewel Battery Powered — Retail $49.95*
List 1-5, $56.20 each, 6 or more, $54.00 each
SPICE CHEST No. 3802, 8-day Keywound — Retail $45.00*
List 1-5, $49.94 each; 6 or more, $47.94 each

PANEL

The right size and shape to accent the Early American theme, this clock makes a pleasant contrast in rooms of contemporary furniture. Heavy, selected hardwood in Rockport maple finish is used in reproducing the authentic Colonial panel case. The Panel is conveniently fitted to hang like a picture — or an old secret cabinet on your wall. Mylar-protected dial. Height 18". Width 10½". Depth 2¼". Dial 5". Packed singly. Shipping weight, 6 pounds.

PANEL No. 3001, 7-jewel Battery Powered — Retail $47.50*
List 1-5, $52.40 each; 6 or more, $50.40 each
PANEL No. 3501, 8-day Keywound — Retail $42.50*
List 1-5, $48.20 each, 6 or more, $44.40 each

*Plus Tax

GENUINE SEA-GOING SETH THOMAS

BANJOS — *The Traditional American Clock*

BROOKFIELD

Hour and half-hour strike — A famous Colonial banjo clock in rich brown mahogany case with panels in genuine gold leaf, ivory, tan and brown. Polished solid brass side rails, bezel and top ornament. Silver-plated dial with etched numerals. Height 28". Width 9¾". Depth 4½". Dial 5⅜". Packed singly. Shipping weight 14 pounds.

BROOKFIELD-SW No. 808 — 8-day Keywound — Retail $69.50*

List 1-5, $111.90 each, 6 or more, $107.40 each

HOMESTEAD

A charming replica of an Early American banjo clock. Beautifully grained mahogany case with polished solid brass Colonial spool and scroll trim. Light dial background with contrasting black numerals and hands. Height 24⅜". Width 6½". Depth 2½". Dial 4½". Packed singly. Shipping weight, 4½ pounds.

HOMESTEAD-E — Electric — Retail $45.00*

No. 307 Mahogany, No. 320 Nutmeg Mahogany

HOMESTEAD-W — 8-day, 5-Jewel, Keywound — Retail $45.00*

No. 806 Mahogany, No. 814 Nutmeg Mahogany

List 1-5, $58.70 each; 6 or more, $54.00 each

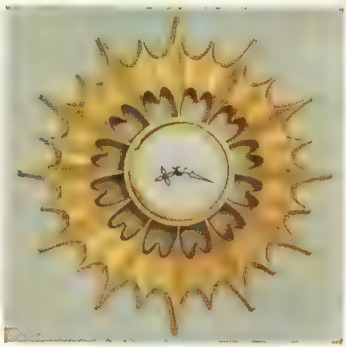
BRILLIANT DECORATOR WALL CLOCKS

STARFIRE

Brightens any room with its radiance and dramatic shape. The case is finished in antique gilt. Polished solid brass bezel, raised brass numerals and hour markers. Diameter 17". Depth 2½". Dial 5". Packed singly. Shipping weight each, 5 pounds.

STARFIRE No. 325 — Electric — Retail $29.95*

List 1-5, $37.44 each; 6 or more, $35.94 each



SHASTA

A splendid burst of modern design to brighten your living room wall. The case is finished in antique gilt — brilliant yet harmonious to its surroundings. Polished solid brass bezel — radial dial with raised brass numerals and hour markers. Precision 8-day movement winds by a retracting nylon cord easily reached at the base. Diameter 18⅛". Depth 2½". Dial 5". Packed singly. Shipping weight, 6 pounds.

SHASTA No. 830 — 8-day Pull-wind — Retail $39.95*

List 1-5, $49.94 each, 6 or more, $47.94 each

*Plus Tax

HELMSMAN

Clock-Barometer Combination — An ideal award or racing prize. Clock has fine seven-jewel temperature compensated lever escapement and new patented self-correcting ship's bell striking mechanism. Barometer has high grade compensated movement. Heavy polished solid brass cases and screw-type waterproof bezels. Silver-plated dials. Solid mahogany base mounted on solid brass plate, suitable for engraving. Chrome plated cases extra. All units packaged separately. Height 9". Width 10¾". Depth 3½"

HELMSMAN COMBINATION, Brass, including base — Retail $181.50*
List 1-5, $227.20 each; 6 or more, $217.90 each

HELMSMAN COMBINATION, Chrome, including base Retail $192.50*
List 1-5, $241.00 each; 6 or more, $231.10 each

BASE ONLY
Brass No. 1808 — Retail $22.50
Chrome No. 1607 — Retail $22.50
List 1-5, $28.40 each; 6 or more, $27.10 each

RUDDER

Electric bell alarm — A nautica clock for skippers of all ages. Polished brass spokes and cork trim. Jet black base. Authentic International Signal Pennants in four colors mark the hours on the silvery dial. Height 5⅞". Width 6½". Depth 2⅝". Dial 3½". Shipping weight each, 3 pounds, case of 6 clocks 10 pounds.

RUDDER No. 511 — Retail $10.95*
List 1-5, $14.20 each; 6 or more, $13.70 each

CORSAIR

Clock-Barometer Combination — Plain bezel clock and barometer mounted on this specially designed solid mahogany base make this combination deal for presentations and awards. Genuine sea-going ship's bell striking clock has seven jewel temperature compensated lever escapement and new patented self-correcting striking mechanism. Barometer is equipped with high grade compensated movement. Heavy polished solid brass cases and screw-type waterproof bezels. Silver-plated dials. Chrome plated cases extra. All units packaged separately. Height 6⅝". Width 14". Depth 3"

CORSAIR COMBINATION, Brass, including base — Retail $153.95*
List 1-5, $193.30 each; 6 or more, $185.60 each

CORSAIR COMBINATION, Chrome, including base — Retail $164.95*
List 1-5, $207.10 each; 6 or more, $198.80 each

BASE ONLY
Brass No. 1604 — Retail $14.95
Chrome No. 1605 — Retail $14.95
List 1-5, $18.50 each; 6 or more, $18.80 each

SETH THOMAS Marine Clocks.

SEASPRITE

4-jewel, 8-day Keywound — A versatile ship's wheel clock — use it at home on wall or desk. Polished solid brass case, beze and spokes. Silver color dial with traditional Seth Thomas Marine hands and numerals. Solid walnut base. Height 6". Width 5". Depth 3½". Dial 3¼". Packed singly. Shipping weight 2 pounds.

SEASPRITE No. 710 — Retail $35.00*
List 1-5, $43.80 each. 6 or more, $42.00 each

*Plus Tax

FOR PRESTIGE AND EXTRA PROFITS .

CORSAIR

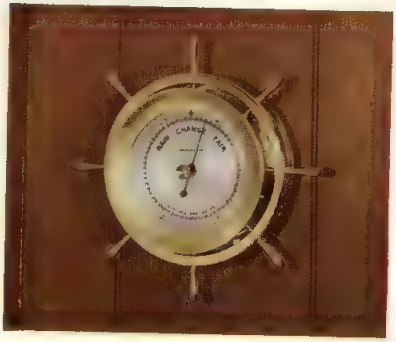
7-jewel, 8-day Ship's Bell Strike — A genuine sea-going ship's bell striking clock Screw-type waterproof bezel Special flange adjustable for front or flush mounting Clock — Diameter 5¾" Depth 3" Dial 4" Packed singly. Shipping weight, 5 pounds. Base — Height 3". Width 8". Depth 2¼". Packed singly Shipping weight, 2 pounds

CORSAIR CLOCK No. 1004 Brass — Retail $69.50*
List 1-5, $66.90 each; 6 or more, $63.40 each
CORSAIR CLOCK No. 1005 Chrome — Retail $75.00*
List 1-5, $63.80 each; 6 or more, $60.00 each
CORSAIR BASE No. 1600 Brass, No. 1601 Chrome — Retail $10.95
List 1-5, $14.20 each; 6 or more, $13.70 each

BAROMETERS

High grade compensated movements. Polished solid brass or chrome plated brass cases. Silver-plated dials. Can be mounted on the same bases used for Corsair and Helmsman clocks. Helmsman — Diameter 8¾" Depth 3" Dia. 4" Packed singly Shipping weight, 5½ pounds Corsair — Diameter 5¾" Depth 3" Dia. 4" Packed singly Shipping weight, 5 pounds

HELMSMAN BAROMETER, Brass, Wheel, No. 1508 - Retail $79.50
List 1-5, $99.40 each; 6 or more, $95.40 each
HELMSMAN BAROMETER, Chrome, Wheel, No. 1509 — Retail $85.00
List 1-5, $106.30 each; 6 or more, $102.00 each
CORSAIR BAROMETER, Brass, Plain, No. 1504 — Retail $69.50
List 1-5, $86.90 each; 6 or more, $83.40 each
CORSAIR BAROMETER, Chrome, Plain, No. 1505 — Retail $75.00
List 1-5, $93.80 each; 6 or more, $90.00 each



. . Barometers

HELMSMAN

7-jewel, 8-day Ship's Bell Strike — Practical afloat or decorative for home, office or club Screw-type waterproof bezel Special flange adjustable for front or flush mounting Clock — Diameter 8¾". Depth 3". Dial 4". Packed singly Shipping weight, 5½ lbs. Base — Height 3⅝". Width 10⅝". Depth 2½" Packed singly Shipping weight, 2 pounds

HELMSMAN CLOCK No. 1008 Brass — Retail $79.50*
List 1-5, $99.40 each; 6 or more, $95.40 each
HELMSMAN CLOCK No. 1009 Chrome — Retail $85.00*
List 1-5, $106.30 each; 6 or more, $102.00 each
HELMSMAN BASE No. 1602 Brass, No. 1603 Chrome — Retail $14.95
List 1-5, $19.50 each; 6 or more, $18.90 each

. . . . . *PROMOTE THE COMPLETE SETH THOMAS LINE*

*Plus Tax

MANAGER

Electric — Clean-cut modern wall clock designed for easy readability. White dial with large black numerals. Convex dial and hands. Steel case.

MANAGER-8 Diameter 9¾" Depth 2¼" Dial 8" Shipping weight each, 3 pounds, case of 6 clocks, 17½ pounds.

MANAGER-8 No. 607 Desert Tan — Retail $11.95* List $14.34 each

MANAGER-8 No. 608 Chrome Retail $13.95* List $16.74 each

MANAGER-12 — Diameter 14½" Depth 2¾" Dial 12" Shipping weight each, 5 pounds, case of 6 clocks, 28½ pounds.

MANAGER-12E No. 610 Bronze — Retail $13.95* List $16.74 each

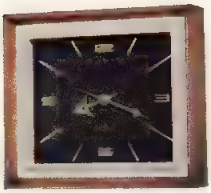
MANAGER-12E No. 611 Chrome — Retail $15.95* List $19.14 each

MANAGER-10

Electric The newest square all-steel case with clear white dial and big black numerals. Convex dial and hands. Red current interruption signal with convenient reset knob. 11¾" square Depth 2½" Dial 10". Shipping weight each, 4 pounds; case of 6 clocks 25 pounds.

MANAGER-10 No. 609 Gray — Retail $13.95*

List $16.74 each



PORTRAIT

Battery powered — A fruitwood picture frame case with striking white mat and dark dial. Hang it on the wall or stand it on mantel or bookcase. Polished brass hands with applied brass numerals and hour markers. Runs 12 to 15 months on one standard flashlight battery. New "Sound-Barrier" construction insures quiet operation. Height 9½". Width 11" Depth 3¼" Dial 8⅝" x 8¾". Packed singly Shipping weight, 5 pounds.

PORTRAIT No. 317 — 7-jewel, Battery Powered — Retail $48.00*

List 1-5, $36.70 each; 6 or more, $34.00 each

SETH THOMAS

Electric Wall Clocks

PLAZA

A truly distinctive electric wall clock that exemplifies the best in contemporary design. A handsome accessory for modern interiors in home, office, banks or stores. Heavy, solid walnut case with beveled edge. Gold colored hour markers and hands. Diameter 13½" Depth 3½". Packed singly Shipping weight, 7½ pounds

PLAZA No. 603 — Retail $45.00*

List 1-5, $36.70 each; 6 or more, $34.00 each

ENTREE

A beautifully proportioned symmetrical design that will add charm to any room in the home. Fruitwood or ebony finish. Easy-reading white dial ring circles a fluted gold colored corona. Polished brass hands, hour markers and trim. Front set knob. Sweep-second hand. Mounts to conceal cord and outlet. Diameter 12". Depth 2¾". Dial 8¼". Packed singly Shipping weight, 3½ pounds.

ENTREE Electric — Retail $24.95*

No. 311 Black, No. 312 Fruitwood

List 1-5, $21.50 each; 6 or more, $20.00 each

*Plus Tax

Prices and specifications in this catalog subject to change without notice.

METRONOME

Keywound A useful aid in music and dancing instruction, or wherever beat timing is important. Adjustable pendulum permits selection of beat tempo from 40 to 208 beats per minute. Selected hardwood case finished in walnut, regular mahogany or nutmeg. Height 8⅝" Base 4½" Shipping weight each, 3 pounds, case of 25 mahogany Metronomes, 88 pounds; case of 6 nutmeg or walnut Metronomes, 94½ pounds

METRONOME — Retail $14.95

No. 1101 Mahogany, No. 1102 Nutmeg, No. 1103 Walnut

List $17.90 each

SETH THOMAS CLOCKS — *A Division of General Time Corporation* — THOMASTON, CONNECTICUT

Printed in U.S.A.

Catalog No 819-6-61

COMPLETE BREAKFAST SET Pay Only 4.44

49-PIECE BREAKFAST SET

"Poppy" percolator really perks water without heat—when placed on "hot plate"! Uses 2 "C" batteries (not incl.) Pours from spout. Toastmaster toaster pops up the "toast." Plus Maxwell House coffee can, Downyflake waffle box, Butterworth syrup bottle, box of Domino sugar. Plastic sugar bowl, creamer. Four each: servings of "toast," "waffles," "bacon and eggs" 6-in. plates, cups, saucers, knives, forks, spoons.

87-9767 A—Set. Shpg. wt. 11½ lbs. . . .Only 4.44

TOY FOOD MIXMASTER

Lights up when beaters revolve!

Realistic mixmaster will delight all little "bakers"—looks just like Mom's, and it really works! Mixer tilts back on its base. Removes from base to become a portable hand mixer for quick mixing jobs. Powered by two "C" flashlight batteries (not incl.)—mixes at a slow safe speed and won't hurt child's hands. With mixing bowl, two metal beaters. Controlled by on-off switch. 11½ in. high. Imported from Japan.

87-0691 A—Shpg. wt. 1 lb. Pay Only 1.97

Pay Only 1.97

"ELECTRIC PERK" SET

Pay Only 3.33

42-PIECE MIRRO "ELECTRIC PERK" SET

Aluminum set includes toy coffeemaker with cord, cake tray and cover, cake server, relish dish, chip n' dip tray, blue-finish platter, coppertone cookie can, and set of 3 graduated canisters. Plus 4 each 41/2-in. plates, cups, saucers, sauce dishes, knives, forks, spoons, and napkins.

87-9775 A—Set. Shpg wt. 11½ lbs Only 3.33

COOK AND BAKE SET

Pay Only 2.63

21-PC. MIRRO ALUMINUM COOK-BAKE SET

Bakes, fries, roasts, boils! Pressure cooker and lid; double boiler; sauce, muffin, angel cake, square cake, round cake, pie, bread pans; canister; roaster; fry pan; cookie sheet; mixing bowl, spoon; measuring cup, spoon; 4 cookie cutters. Plastic handles.

87-2531 A—Set. 11½ lbs. . . .Pay Only 2.63

TEA AND COFFEE SET

Pay Only 1.93

54-PIECE MIRRO TEA-COFFEE SET

Complete tea and coffee service for six in lightweight, unbreakable aluminum. Six each: 41/2-in. plates, cups, saucers, sauce dishes, knives, forks, spoons, napkins. 4-cup covered percolator—tea pot with lid, creamer-sugar set, chip-n-dip set, cake knife.

87-2523 A—Set. 1 lb. . . . . .Pay Only 1.93

39-PIECE "BARBIE" TEA SET

Delightful service for six captures the mood of "Barbie"! Plates and saucers decorated with poses of "Barbie" in her high-fashion clothes. Six each: 5-in. plates, saucers, cups, knives, forks, and spoons. Also tea pot, sugar bowl, creamer. In colorful break-resistant plastic. Perfect any-occasion gift!

87-3372 A—2 lbs. . . . . Pay Only 2.27

Barbie Pay Only 2.27

696 GMC

12-PIECE KITCHEN WARE SET

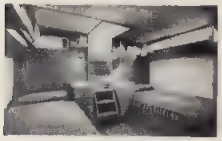
Everything little kitchen helpers need! Includes sauce pan, fry pan, sauce pot, coffee pot with lid, tea kettle. Pans have copper-tone bottoms. Utensils include potato masher, two spatulas, fork, spoon, soup ladle. Hanging rack. Polished metal. Imported from Japan. A "homemaker's" dream set!

87-0345 A—1½ lbs. . . . .Pay Only 2.57

Pay Only 2.57

THE *Greenwich* 40′ DCFB

SALON FORWARD The latest in contemporary design . . . spacious and comfortable. Complete with draperies, carpeting. Formica covered table, day bed, screens on sliding windows



STATEROOM AFT Comfortable and private . . . light and airy. Fully carpeted. Plenty of storage space. Full length mirror on opposite wall.

MODERN GALLEY Compact yet easy to work in. Ample storage space. Electric stove and refrigerator . . . stainless steel sink.

CONSTRUCTION

Meticulous in every detail . . . only the finest marine materials go into the construction of Greenwich yachts to provide lifetime durability. Clean, sleek, elegant lines.

PERFORMANCE

The Greenwich "Modified V" hull provides speed, stability, and a soft entrance into the sea. Easy to maneuver and glide thru the water in maximum safety.

INTERIORS

Every inch of space utilized for your comfort and pleasure. Modern, completely appointed galley. Sleeps six in comfort and privacy. Plush furnishings and carpeting . . . truly a home at sea.

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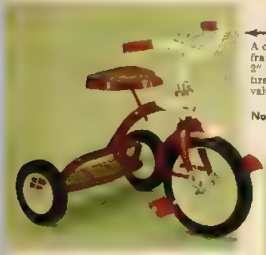
write for brochure

Greenwich YACHT COMPANY
GREENWICH N. J.

26" LIGHTWEIGHT BICYCLE
Features whitewall tires, chrome fenders and chain guard, chrome pump, saddle bag, generator light, luggage carrier, mirror. New twist control changes gears by turning hand grip. 5,000 mile guarantee.
No. 90-10J3975 Boys (Red) *Wt. 60 lbs.* **$59.95**
No. 90-11J3975 Girls (Blue) *Wt. 60 lbs.* **$59.95**

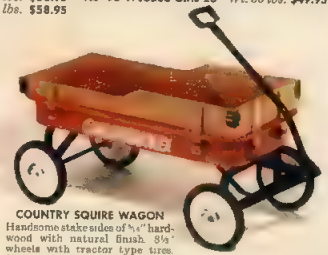
AMF ROADMASTER SATURN
Thrillingly new! Shimmering chrome fenders, new tomorrow inspired tank, super sweep-back chain guard. Sturdy rear luggage carrier, new fender headlight etc.
No. 90-12J3997 Boys 26' *Wt. 57 lbs.* **$59.95**
No. 90-13J3997 Girls 26 *Wt. 55 lbs.* **$59.95**
No. 90-14J3947 Boys 24" *Wt. 50 lbs.* **$58.95**
No. 90-15J3947 Girls 24" *Wt. 49 lbs.* **$58.95**

AMF ROADMASTER SKYRIDER
Amazing value! Famous AMF Roadmaster quality at a dazzling low price, safety styled cantilever frame, chrome plated rims, dependable, time tested coaster brake. AMF's traditional superb quality and dashing design.
No. 90-16J3280 Boys 26" *Wt. 50 lbs.* **$49.95**
No. 90-17J3280 Girls 26" *Wt. 50 lbs.* **$49.95**



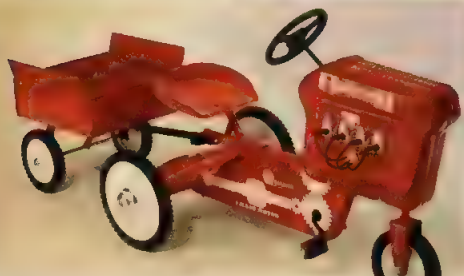
← AMF U-BONE VELOCIPEDE
A deluxe series at a budget price! U-bone frame with 1¼" tubular steel backbone 2" tubular steel head, semi-pneumatic tires, adjustable red saddle. An amazing value!
No. 90-19J947 12" *19 lbs.* **$12.95**

AMF DELUXE VELOCIPEDE →
The finest! New teardrop U bone design frame, a truly chrome and enamel beauty! Nationally recognized as the finest, sturdily built for years of use! Thrilling beauty to make him or her the proudest kid on the block.
No. 90-21J1197 - 12" *21 lbs.* **$17.95**
No. 90-22J1330 - 16" *24 lbs.* **$19.95**



COUNTRY SQUIRE WAGON
Handsome stake sides of ¾" hardwood with natural finish. 8¼" wheels with tractor type tires. 35" x 16" x 16½" body. Lifetime bearing wheels. *Shpg. Wt. 37 lbs.*
No. 90-23J990 . . . $16.00

GREYHOUND DELUXE WAGON
A rugged beauty! Complete 10" ball bearing wheels, 1¾" tractor type tires. 35" x 16½" body. Built to last forever. *Shpg. Wt. 33 lbs.*
No. 90-24J930 . . . . . $13.95



SUPER DELUXE TRACTOR
A rugged masterpiece. All sturdy steel construction, ball bearings, chain drive, countless other features. 38" long, 24½" high, 22" wide. *Shpg. Wt. 28 lbs.*
No. 90-25J1530 . . . $22.95

TRAILER FOR TRACTOR
All steel, useful.
No. 90-26J397 . . . $5.95

Important — See page 3 for information regarding retail prices

ROADMASTER

SWEEP-SPEED STYLING

ROADMASTER SKYRIDER—safety styled cantilever frame, deluxe full length chain guard 1.75" middleweight tires with chrome plated rims. Two-tone spring saddle. Kickstand. Boy's model in Flamboyant Red, girl's in Flamboyant Blue, both with white trim

M9676/2999	26 inch	LIST $41.95
M9476/2899	24 inch	LIST 40.95

AMF HERCULES LIGHTWEIGHT—extra strong parallel tube frame with Sturmey-Archer 3 speed trigger handlebar control. Hand operated front and rear caliper brakes. Chrome plated headlight; full length chain guard; two-toned saddle and heavy duty touring bag, rear reflector; kickstand. Boy's model in Flamboyant Ruby, girl's in Flamboyant Blue

2118/3697	26 inch	LIST $49.95

ROADMASTER DISCOVERER—ultra new styling with dual headlights built into forward thrust tank. Cantilever design with rear luggage carrier. Chrome fenders with 1.75" middleweight, white sidewall tires; full length, swept back chain guard. Deluxe white saddle with gold trim. Dependable coaster brake. Kickstand. Boy's model in Flamboyant Red, girl's in Flamboyant Blue, both with white trim

M1655/3974	26 inch	LIST $54.95
M1455/3854	24 inch	LIST 52.95

DUO-DECK VELOCIPEDES—new rear deck construction with 1¼" tubular steel backbone. "Play-safe" design fender. Semi-pneumatic, puncture proof, white sidewall tires. Chrome plated handlebars with white finger grips and red and white streamers. Adjustable, vinyl covered, steel saddle. Flamboyant green finish

C940/998	10 inch	LIST $16.95
C941/1088	12 inch	LIST $17.95
C942/1278	16 inch	LIST $19.95

SATELLITE 20" CONVERTIBLE—with training wheels, easily adjustable and removable. Cantilever style tank for boys, converts to girl's model in minutes. Equipped with 1.75" **pneumatic tires and tubes,** and positive action coaster brake. Handsome red and white saddle, large rear luggage carrier, full length chain guard

M9243/2781	LIST $39.95

ROADMASTER JR.—16" SIDEWALK BIKE — Sturdy bicycle type tubular frame with double bar construction. New streamlined tank hinged, can swing down to convert from boy's to girl's model. Semi-pneumatic, puncture-proof tires, coaster brake. Flamboyant turquoise with white trim. Training wheels included

C984/1997	LIST $29.95

NEW CHAIN DRIVE SCAT CAR—newly designed bucket seat and airplane type steering wheel. Super sturdy front end construction. 47" long, 23" wide. Bicycle-type chain drive with full-length chain guard. 10" rear wheels, 7½" front wheels, with semi-pneumatic puncture proof tires. Retractable plated foot rests.

C498/1544	LIST $22.95

All AMF Scat Cars "move" faster, give you more to sell

Now AMF has added a chain-drive model to its line of perky, popular (and very profitable) Scat Cars. Chain-drive makes pedaling easier, faster. Retractable foot supports add the fun of downhill coasting and push-power cruising. Sporty semi-bucket seat and airplane type steering wheel add small fry sales appeal. Heavy-duty construction and new unitized steering mechanism assure years of fun-filled service.

Superior design features of all AMF Scat Cars make solid sales arguments for you. Ask your AMF representative for more details right away.

Here's the latest Scat Car, Model No. C 498.

AMF

WHEEL GOODS DIVISION

American Machine & Foundry Company
AMF Wheel Goods Division, Olney, I.I.
Cycle Division, Little Rock, Ark.
Hercules Division, New York, N. Y.

Starting now get ready to change your ideas about boats

We did, by discarding everything but the proved fundamentals of boat design—by taking a fresh look at modern materials and advanced methods of building boats with them. The result is the OMC 17 Deluxe—first complete three-point inboard runabout ever designed for family boating!

Your passengers will be quick to tell you that they prefer this boat that doesn't ship water on any quarter, in any maneuver . . . that won't tip on water or land . . . that banks less than ten degrees in turns, without skidding . that gives five adults (and all their weekend gear) a far smoother ride than they can get in any conventional V-bottom boat—at thirty miles an hour, or more!

This is the boat that makes boating everything you ever wanted it to be! That's quite a promise—but the OMC 17 Deluxe is quite a boat! Turn the page and see.

OMC deluxe 17

THE NEWEST BOAT EVER BUILT!

©OMC BOATS . . . A Division of Outboard Marine Corporation • Waukegan, Illinois

STEPHENS MARINE

■ The products of Stephens Marine, Inc. Stockton, Calif., are well known for inherent quality, simplicity of styling, elegance of interior appointments, and overall performance versatility. The Stephens 50′ Showboat, a diesel motor yacht embodying these characteristics, has been designed and styled to the requirements of most Eastern yachtsmen and features particular utilization of hull space. In fact, 46 feet of length are devoted to living compartments.

Accommodations include two large staterooms aft of the salon. Unique is a full window across the transom providing light for the master stateroom.

Her salon is spacious and richly paneled with hand-rubbed Honduras and African mahoganies. Forward, and one step down from the salon, is her galley and dinette. Galley conveniences include electric refrigeration, a four-burner electric stove with oven and broiler, and Puritron stove hood. The dinette is convertible to a double berth.

Spacious crew quarters with berths, enclosed head, outstanding locker spaces, and access to the deck are forward of the galley and dinette.

Decks are natural teak, contoured to a king plank in the traditional manner. Her continuous handrails enhance safety and permit the use of the forward deck while under way.

Propulsion is provided by a pair of General Motors 6-71 diesels, 2.17:1.

The Showboat's electrical power is furnished by Westerbeke, 10 KW, 115/230v AC diesel generator.

Fuel and water capacities are 400 and 200 gallons respectively.

Stephens Marine, Inc. is celebrating the second year's operation of their East Coast Sales office in Miami, Florida. Recently delivered to prominent East Coast yachtsmen are one 47′ and two 60′ Stephens. Nearing completion is an 85-footer for winter delivery in Florida.

NEW OMC INBOARD IS DESCRIBED AS "THREE-POINT RUNABOUT," THE POWER AN OMC V-480 STERN DRIVE

OMC BOATS

■ A three-point inboard runabout for family use is introduced by the OMC Boats Division of Outboard Marine Corp., 3145 Central Ave., Waukegan Ill. The 17′ plastic boat comes in two models, OMC 17 De Luxe and a second utility version for fishing and camping. Power by an OMC 80-hp V-480 stern drive unit provides speeds above 30 mph with five passengers. The engine's independent oiling system reduces oil consumption. The boat is manufactured in a new plant in Waukegan, Ill.

The three-point hull with built-in flotation uses a new bottom configuration to give stability, a smooth ride and generous cockpit space. Handling and steering are improved as the hull holds its heading in straightaways and turns. The boat is said to remain level when accelerating, bank at less than 10° without sliding and turn torque-free.

The safety glass windshield is power-operated and tinted to reduce glare. Storage compartments and lockers are numerous. Space for water skis and fishing rods is found under both gunwales. The 18-gallon fuel tanks are built in under the gunwales and rear deck cover.

Five removable seats made of foam are covered with molded plastic in aluminum rubber-webbed frames. The backlighted instrument panel has a rudder indicator, speedometer, tachometer, ammeter, fuel guage, warning lights for engine heat and oil level pressure and a cigarette lighter. Switches operate running lights, bilge pump and ventilating blower, and lower, or tilt the outboard unit.

A single-lever shift and throttle control is electrically operated. Spring clutches permit smooth gear changing and shifting from forward to reverse in one motion. A white vinyl convertible top folds under the rear deck. Side and rear curtains come with the de luxe model.

Completing the unit is a custom trailer with electric braking and a trailer bed tilt-locking in seven positions.

BALCO YACHTS

■ Solid fiberglass construction is used in the new 40′ Sea Baron cruisers built by The Balco Yacht Co., P.O. Box 4065, Dundalk 22, Md. There are four Sea Baron styles, the X, IX and VI cruiser types and VII, a sport fisherman. Sea Baron LOA is 39′ 9″; beam, 13′ 7″; draft, 3′. Displacement is 18,000 to 20,000 pounds, depending upon power. Both gasoline engines of 100-hp to 550-hp and diesels of 100-hp to 390-hp are available in singles and twins.

The solid fiberglass hull with impregnated color is molded in one piece up to ¾″ thick. Under way it is said to be non-pounding, dry and soft-riding. Cabin and trim are mahogany, fastenings are bronze, cabin top canvas-covered and the cockpit self-bailing. Headroom is 6′ 4″. A variety of finishes is available from full painting to a choice of colors, enamels and varnished members.

As standard equipment, these boats have three-burner gas stoves with ovens, pressure fresh water, running and anchor lights, Formica galleys with stainless sinks, carpeting, opening safety glass windshields, chrome-plated deck hardware, Groco or equivalent toilets, electric bilge blower and instrument panel. The Sea Baron and Sea Duke types carry optional sky vents, extra fuel and water tanks, automatic pilots, depth sounders, electric toilets, showers, hot water systems, anchor handling equipment, CO2 and fishing chairs.

Continued Balco boats are the 19′, 23′, 27′ and 34′ fiberglass cruisers and the 27′, 34′ and 37′ sailboats.

Right: Greenwich (N.J.) Yacht Co. builds this 40-foot double-cabin flying-bridge cruiser. Optional power includes twin-screw gasoline from 100 to 280 hp each, or 53 V-6 GMC 190 hp diesel.

Left: Freeporter 27 is built by Freeport Point Shipyard, Inc., Freeport, N.Y. She's all mahogany, carvel-planked, available as sportfisherman or cruiser. A 31-footer is also in production.

Fine American Made Clarinets—Quality for Over 50 Years

Guaranteed Quality

Made by a renowned company with 50 years of experience. One year warranty on materials and workmanship. 90 day no charge repair guarantee against breaking and cracking providing prompt notification is given Bennett Brothers thereof; the return is made to the factory within 90 days after purchase in accordance with any Bennett Brothers instructions thereon, and all transportation charges are paid by the customer. The above applies to clarinets on this page only.

Nylon Filament Plastic Clarinet

Shipped from Eastern Factory except where noted!

The "Classic" Clarinet

A crack-proof, break-proof weather-proof clarinet with outstanding acoustics, qualities. Rich tone, fast action and classic beauty make it an instrument you will be proud to own. Made of Duranite, a new improved nylon phenolic material that is tough, durable, and shock-resistant. It has the proper density for fine clarinet tone. Exceptional intonation easier blowing accurate scale, and smoother touch key action. Features: All keys posts, rings and body parts are solid nickel silver. Nickel-brite plated to remain always bright. Locked key posts. Rugged key mechanisms. Safety Bridge connection keys prevent mis alignment of sections and key damage. Musically and mechanically correct. As trouble free as an instrument can be. B♭ Boehm System, 17 keys, 6 rings. Outfit complete w/case and accessories.

2358MF6825—Classic Clarinet Outfit.
2358/3MF6484 3 or more

Retail **$129.50**

Deluxe "Silver Throat" Ebonite Clarinet

Upper section nickel silver lined to eliminate joint breakage and improve intonation. Heavy gauge nickel silver body parts. Flange posts countersunk into body and locked in place. Easy blowing in all registers. Smooth, accurate key action. Specially designed length, diameter of bore, size and placement of tone holes give tonal individuality. B♭ Boehm System. 17 keys, 6 power forged rings. Complete with plush lined case and accessories.

2604MF7845—"Silver Throat" Ebonite Clarinet Outfit.
2604/3MF7454 3 or more

Retail **$139.50**

One-Piece Ebonite Body Clarinet (Not Illustrated)

With all of the above features. Only removable parts are the bell, barrel and mouthpiece. Complete with plush lined case and accessories.

2765MF7476—One-Piece Ebonite Clarinet Outfit
2765/3MF7101 3 or more

Retail **$144.50**

French Made True Oriental Conservatory Oboe

2603MF6968—Burnished silver plated keys and mechanism. Full plateaux (covered) keys and (double effect) automatic octave key. D—B trill C-A trill forked F. C—D trill F—C trill low B♭ key on bell. 12 adjusting and regulating screws. Complete with Genuine DuPont Fabilite case. Ship wt. approx. 5 lbs. F.O.B. Michigan. Mfr's. Sugg. Ret. **$325.00**

"Artist All Wood" Clarinet

Body constructed of selected and seasoned Grenadilla wood throughout, and now made in natural wood color. Body parts are heavy gauge nickel Silver. Ridged key alignment is made possible by use of anchored key posts. Thumb rests are countersunk, will not turn or loosen. Easy blowing in all registers. Smooth, accurate key action. B♭ Boehm System, 17 keys, 6 power forged rings. Outfit includes form fitting case, lyre, swab, grease cup, and two extra reeds.

2489MF9250—"Artist All Wood" Clarinet Outfit.
2489/3MF9263—3 or more.

Retail **$219.50**

Alto Clarinet

2766MF30550—(not illustrated) with all of above features. Covered holes (Plateau system). Automatic octave key with low E♭ key. Complete with shaped plush lined case.

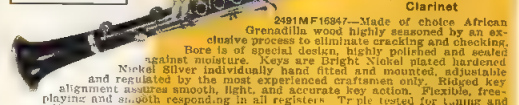
Mfr's. Sugg. Retail **$525.00**

Ship. Weight on Clarinets with Case 7 lbs.

"Super Artist" Wood Clarinet

2491MF16847—Made of choice African Grenadilla wood highly seasoned by an exclusive process to eliminate cracking and checking. Bore is of special design, highly polished and sealed against moisture. Keys are Bright Nickel plated hardened Nickel Silver individually hand fitted and mounted, adjustable and regulated by the most experienced craftsmen only. Ridged key alignment assures smooth, light, and accurate key action. Flexible, free-playing and smooth responding in all registers. Triple tested for tuning and adjustment. B♭ Boehm System, 17 keys, 6 power forged rings. Complete with Deluxe Luggage type case, accessories, and two tuning barrels, and Bore oiler kit.

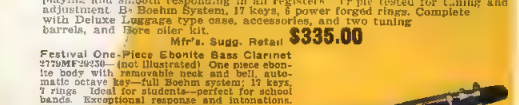
Mfr's. Sugg. Retail **$335.00**



Festival One-Piece Ebonite Bass Clarinet

2779MF29230—(not illustrated) One piece ebonite body with removable neck and bell, automatic octave key—full Boehm system, 17 keys, 7 rings. Ideal for students—perfect for school bands. Exceptional response and intonations. Easy to play—simple to assemble. Complete with plush lined case.

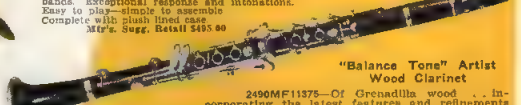
Mfr's. Sugg. Retail $495.00



"Balance Tone" Artist Wood Clarinet

2490MF11375—Of Grenadilla wood . . . incorporating the latest features and refinements that can be built into a clarinet. The specially designed tapered bore, size and placement of tone holes permits a true Balance of Tone never before achieved in a clarinet. 17 nickel silver keys, B♭ Boehm System, 6 power forged rings. Complete outfit includes Deluxe Plush Lined Form Fitting Case and accessories, music lyre, grease cup, swab and two extra reeds.

Mfr's Sugg. Retail **$249.50**



"Professional Clarinet"

Combines the rich full bodied tone of a wood clarinet with the economy of ebonite. Moderate price plus the same features found in the "Artist" clarinets. Triple tested for tuning and adjustment electronically by Stroboscope and Oscillograph, and mechanically by ear and organ. B♭ Boehm System. 17 keys, 6 power forged rings. Plush lined case, music lyre, swab, grease cup and two extra reeds.

2492MF8255—Professional Clarinet Outfit.
2492/3MF7842—3 or more

Retail **$189.50**

Ship. Weight on Saxophones with Case 24 lbs.

E♭ Alto Sax

Made in Germany

2308MF19015 Accurate Gold Lacquer finish. Special large bore double top F key. 4 Pearl keys, high plateaux. Complete with leather pads with sound board and rings. Ebonite mouthpiece, ligature and cap. F.O.B. Chicago.

Retail $327.50

$325.00

2636MF1568—Case for Alto Sax.

Sugg. Retail $27.50

2309MF21353—B♭ Tenor Sax (not illustrated). Constructed in same manner, same accessories as 2308MF19015. F.O.B. Chicago.

Retail **$365.00**

2637MF1885—Case for Tenor Sax.

Sugg. Retail $32.50

French Imported E♭ Alto Saxophone

2329MF14040—Unparalleled. Flex. it tone, easy to grade. Exact pitch, tone quality guaranteed with new type integral tone holes. Large bore, perfect intonation, easier blow. Lacquer brass finish. F.O.B. Mich. Retail

$225.00

2330MF1950 Gladstone Case for above. F.O.B. Michigan or N. Y.

Retail $37.50

Completely NEW and IMPROVED Line of...

AIREX SPINNING REELS

NOW MADE BY FEURER BROS., INC.

No. A326
LIST $11.50

- Finger tip anti reverse button.
- Gear ratio—3.44 to 1

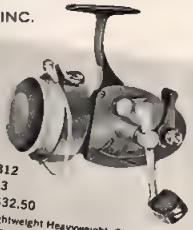
Highest Quality — Budget Priced. A low-priced closed face reel with all the features usually obtainable only in the most expensive ones. Gears and other critical parts made on most exacting watchmaking machinery

AIREX

Masterspin

- 100 yards line prewound on spool
- All metal, die cast construction.
- All metal gears
- New, improved, smooth as-silk, fully adjustable drag—conveniently located
- Automat c feathering.
- Spools easily interchanged.
- Automatic anti-reverse.
- Unconditional two year guarantee against manufacturing defects.

Weight 7 oz. 36 units per carton.
Shipping Wt. 28 lbs.



No A312
Model 3
LIST $32.50

New Lightweight Heavyweight Champion Engineering refinements and manufacturing improvements make this fast selling reel tops in its class. It has the exclusive, patented, quadrant type drag brake for the most sensitive control when playing that big fish.

AIREX

Parchmont

- Packed with 2 spools of different line capacity. Large spool holds 200 yards, 10 lb line—standard spool holds 200 yards, 6 lb line.
- 100 yards of Nylon line prewound on spool
- Exclusive patented quadrant type brake drag—finger tip control.
- Improved sturdier bail for positive line pick-up—will not snap shut when casting, saves lure.
- Counter-balanced handle reverses for easy storage.
- Unconditional two year guarantee against manufacturing defects.

Weight: 10 oz. 12 units per carton.
Shipping Wt. 16 lbs.

Good news is always welcome... AIREX FISHING REELS are now being made and distributed by the North White Plains, N. Y. family of Swiss watch manufacturers, W. & R. Feurer Bros., Inc. Just as their ancestors before them had made the finest of precision Swiss watch parts, the Feurer Brothers, now settled in this fine New York community, are continuing the family tradition. They are now also manufacturing in these same quarters, the NEW, Quality Airex Reels. Their precision watchmaking machinery is producing Airex Reel parts. . . making the new Airex reels the finest in the world

Indeed, this is good news, and of course, parts and service are always available immediately.

Make AIREX your new Quality Profit Line. Pioneer of spinning tackle in America

Your customers will be asking for these new AIREX reels. Write NOW for new catalog showing the complete line.

AIREX DIVISION, FEURER BROS., INC. 77 Lafayette Avenue, No. White Plains, N. Y.

(For More Information Circle No. 244 on Page 163)

MEET "FLIP"®

AT THE

AMERICAN TOY FAIR

ROOMS 1834-1836-1837
HOTEL NEW YORKER

FLIP STANDS FULL 17½" TALL INDIVIDUALLY BOXED

Associated Press Poll No. 1 Rated Team

- Complete in OFFICIAL SCHOOL COLORS and with official School Insignia on chest.
- Available now for all your local High School and College teams.
- Also available in all 14 National League Football Teams in their Colors & Emblems.

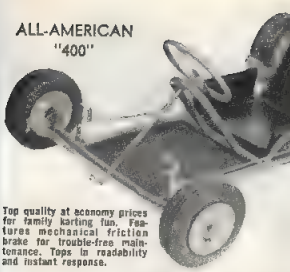
FLIP WILL KICK A SALES GOAL FOR YOU

Exclusively manufactured by

COLUMBIA TOY PRODUCTS

3115 E. 12TH STREET — KANSAS CITY 27, MO.

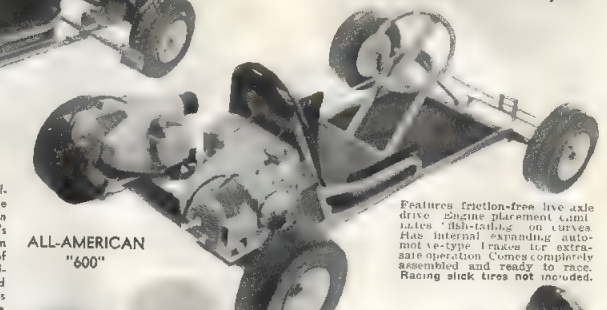
ALL-AMERICAN
"400"



Top quality at economy prices for family karting fun. Features mechanical friction brake for trouble-free maintenance. Tops in roadability and instant response.

ALL-AMERICAN GO-KARTS

for racing thrills or family fun



Features friction-free live axle drive. Engine placement eliminates "dish-tailing" on curves. Has internal expanding automotive-type brakes for extra-safe operation. Comes completely assembled and ready to race. Racing slick tires not included.

ALL-AMERICAN
"600"

For racing thrills or family fun, it's the live axle All-American all the way! Designed and tested by some of the nation's top big car drivers, the All-American is as action-packed and responsive as the world's finest sports cars. "Kar-traction" steering, beam balanced weight distribution, track level center of gravity, friction free live axle with precision anti-drag permanently sealed bearings, weight reduced frame construction, and the know-how and endless testing that go into every truly superior machine are standard on every All-American. It's the most trackworthy, funworthy Kart built. Whether you seek fame or fun, whether you want to be a champion or just drive like one, it's all yours in the all new All-American live axle kart. Built by master craftsmen to the highest standards. *Meets all requirements of the American Kart Manufacturer's Association and competition regulations of all other kart racing organizations.*

The whole country is wild about Go-Karts—they're ideal for racing thrills and favorite fun for the whole family. Enjoy new sporting thrills and fun! Completely assembled. All feature "Kar-traction" steering, beam-balanced weight distribution, track level center of gravity, weight-reduced frame construction. The engine is placed well forward on the chassis to eliminate "dish-tailing" on banked traces. High rear axle lowers the engine and the center of gravity for better cornering characteristics. Permanently sealed bearings 16-in. 750/300x in. front, and 11-in. 410/350 x 5-in rear pneumatic tread tires. Has 54-in wheel base. Electric arc welded frame finished in vivid racing red enamel. Seat, upholstery, clutch and slick tires not included. Recommended for use on private property only. Karts not intended for use on public ways. F.O.B. Wisconsin Factory.

All-American "400"
3903TF13537—Kart with one Clinton A-400 engine—2½ HP, 2-cycle. Ship wt. 110 lbs. Sugg. Ret. $179.95

All-American "500" Live Axle Racing Kart
3904TF15793—Kart with one Clinton A-490 engine—3½ HP, 2-cycle. Ship wt. 110 lbs. Sugg. Ret. $209.95

All-American "600" Live Axle Racing Kart
3905TF20307 Kart with one Wes. Bend 580 engine—4 HP, 2-cycle. Ship wt. 110 lbs. Sugg. Ret. $269.95

3906TF27829 -Kart with two West Bend 750 engines—4 HP, 2-cycle. Ship wt. 130 lbs. Sugg. Ret. $369.95

All-American "700" Live Axle Racing Kart
3907TF21436 Kart with one West Bend 700 engine—6 HP, 2-cycle. Ship wt. 110 lbs. Sugg. Ret. $284.95

3908TF30086—Kart with two West Bend 700 engines—6 HP, 2-cycle. Ship wt. 135 lbs. Sugg. Ret. $399.95

GO-KART ACCESSORIES

(A) 2999TF1467—**Lemans "Race Jet" Racing Helmet.** Required on all tracks. Extra sturdy web lined fiberglass construction. Sizes 6 to 7. Specify size. Mfr's. Sugg. Retail $19.50

(B) 3916TF940—**Lemans Youth Helmet.** Lightweight durable protection for youngsters. Sizes M—6½ thru 6¾, L—6¾ thru 7. Specify size. Mfr's Sugg. Retail $12.50

(C) 3911TF1125—**Centrifugal Clutch.** Heavy duty clutch engages automatically as you accelerate disengages when accelerator is released. Specify make of engine and shaft size. Mfr's. Sugg. Retail $15.00

(D) **Racing Slick Tires.** For maximum track contact and better kart control on concrete and asphalt racing surfaces. Front tires 350/300 x 5-in. Rear tires—4.00/350 x 5-in.
3912TF1647 Pr. front 4" diam. Mfr's. Sugg. Retail $21.90
3913TF1798 Pr. rear 11" diam. . . Mfr's. Sugg. Retail $23.96

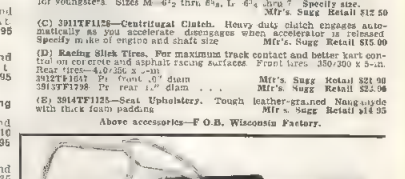
(E) 3914TF1125—**Seat Upholstery.** Tough leather-grained Naugahyde with thick foam padding. Mfr's. Sugg. Retail $14.95

Above accessories—F.O.B. Wisconsin Factory.

ELECTRA CARS

by Kiddie-Lane

BUILT-IN SAFETY
TWO BATTERIES
AND CHARGER



The compact-est of the compacts. Not a pedal-pusher but a battery-driven automobile that carries four children—safely—at speeds up to 5 mph.

ELECTRA FIRE ENGINE

3915TF2825—Any boy would like to answer the alarm in this authentic hook and ladder. Carries four children safely at speeds up to 5 mph. Assembled ready to drive. Battery-driven, not a pedal pusher. The Electra-car has built-in safety—impossible to tip over because of low center of gravity. Features heavy-duty welded steering mechanism, safety reverse switch, automotive type foot brake and accelerator, spring mounted motor with safety slip drive, dashboard mounted controls, puncture-proof tires. Length 50½", width 24", height 28". Wheel size 2.75x10. Wheel base 35". Two heavy-duty 6 Volt Batteries included. Weight with battery 175 lbs. Also includes 6 amp rechargerr (top quality U.L. approved). Colors Red, White and Black. All body trim and steering wheel—Chrome plated. Prepaid from New York Factory. Sugg. Retail $314.85

Recommended for use on private property

ELECTRA SURREY CAR

3916TF2825—Every youngster would love to ride in a surrey with a fringe on top. Not a pedal-pusher but a battery-driven automobile that carries four children safely at speeds up to 5 mph. Impossible to tip over because of low center of gravity. Assembled, ready to drive. Features Two heavy-duty 6 Volt Batteries, 6 amp. recharger U.L. Approved (operates on house current), deluxe motor up to 5 mph, safety reverse switch, automotive type foot brake and accelerator, dashboard mounted controls, heavy-duty welded steering mechanism, all body trim and steering wheel chrome plated. Colors—Red, White and Black. Specifications—length 50¼", width 24", height 43". Wheel size. 2.75x10, Wheel base 32". Weight with battery—175 lbs. Prepaid from New York Factory. Mfr's. Sugg. Retail $314.95

MOTORIZED CARS

Recommended for use on private property

MARK IV
Motorized Racer

- Completely Assembled
- Pace Setting Features

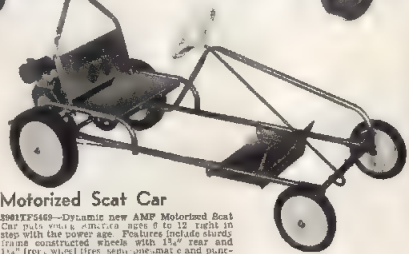
3858TF8900—BerBro Mark IV Motorized Racer. Body: Tubular steel spot welded, baked Black enamel finish. Metal seat back and fire wall. Seat pad. Front wheels spring suspended. Foot brake and gas pedal. 5½ H.P., 2-cycle engine recoil starter. Automatic clutch driving a pulley attached to one rear wheel. 8x1.75 tires. Wheels 75 lb. load each; rear, 1000 lb. tensile strength, ball bearing mounted; front, mounted on gyrofoil Carries 300 lbs. running weight. L. 57", H. 20", W. 24", wheel base 40" tread 23½". Max. speed 20 miles per hour. 2¾" ground clearance. Ship. wt. 70 lbs. **F.O.B. Rhode Island Factory. Sugg. Retail $129.00**

SPEEDMOBILE
A Powered Junior Car

- Powerful 2.2 HP Motor
- Welded Steel Angle-Iron Frame
- Simplified Drive Assembly

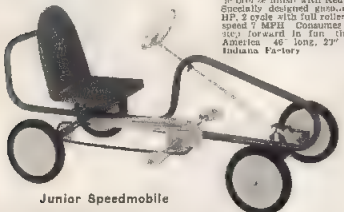
3859TF7683 Speedmobile Incorporating reverse feature. Powerful 2.2 HP motor completely assembled. Recoil starter. Chain driven. Lever control for reverse. Foot pedals adjust to 4 leg positions. Big 10" disc wheels . . . 1¾" semi-pneumatic tires, nylon bearings. 6' long, 28" wide, 23¾" high. Hand operated locking brake and dual foot brake. Automatic type steering. Driver is protected from moving parts. Ship wt. 76 lbs. **F.O.B. Massachusetts or Alabama Factory.**

Sugg. Retail $122.95



Motorized Seat Car

3901TF5469—Dynamic new AMF Motorized Seat Car puts young America ages 8 to 12 right in step with the power age. Features include sturdy frame constructed wheels with 15" rear and 1¾" front wheel tires semi-pneumatic and puncture proof. Foot pedal brakes and throttle. Metallic lacquer finish with Red Black and White trim specially designed ground powered engine—2½ HP, 2 cycle with full roller bearing construction. Maximum speed 7 MPH. Consumer 1 pint of fuel per hour. A giant step forward in fun, thrills and adventure for young American. 46" long, 27" wide. Ship wt. 34 lbs. **F.O.B. Indiana Factory.** Mfr's. Sugg. Retail $87.50



Junior Speedmobile

3855TF1638—Junior Speedmobile. Chain driven with chain guard. Baked Red enamel finish with White wheels, chain guard, pedals, steering wheel, and post. Pedals White vinyl, double blocked with sleeve 8" disc wheels with 1¾" semi-pneumatic tires. Overall length 46", width 21", height 21½". Wt. 32 lbs. **F.O.B. Massachusetts or Alabama Factory.**

Sugg. Retail $36.29

Pedal and Chain Driven Cars for Youngsters

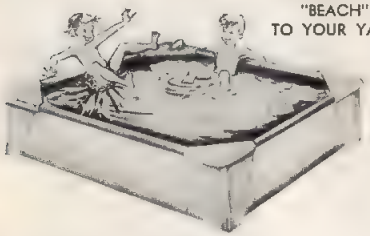
AMF Junior Seat Car

3902TF961 — Pedal Drive Junior Seat Car. Safety first construction and design enable children 4 to 7 to enjoy themselves. Sturdy frame constructed of steel tubing. Ball bearing pedal drive adjustable to 4 positions. Semi-pneumatic puncture proof tires, retractable footrests for coasting. Red finish with Black and White trim. 39" long, 15¾" wide. Ship wt. 22 lbs. **F.O.B. Indiana Factory.**

Mfr's. Sugg. Retail $16.50

POOLS for Hot Weather Comfort

BRINGS THE "BEACH" TO YOUR YARD



Lido Wading Pools

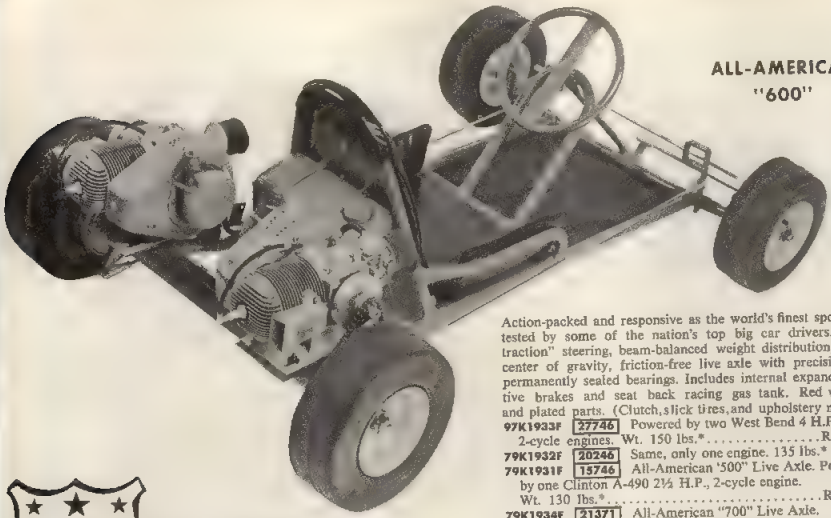
"Lido" rigid wading pools are extra strong and easy to assemble. Provide extra play value for hot weather playtime. Heavy gauge steel legs with bottom support prevents sinking in ground. Stamped steel seat on each corner, rounded edges throughout, safe for youngsters. 1" tubular steel frame in baked enamel rust resistant finish. Printed vinyl coated nylon. **F.O.B. Pennsylvania Factory.**

Cat. Number	Size	Ship. Wt.	Retail
2425TF1611	72"x72"x12"	22 lbs.	$23.50
2426TF2100	90"x66"x15"	24 lbs.	32.00
2427TF2451	90"x90"x15"	27 lbs.	36.00

Muskin Crown Pools

These extra rigid circular pools give custom-pool quality at popular prices. Extra heavy gauge corrugated steel frame. Flat-top steel rim gives pool additional strength so children can rest on edge. Steel rim atone bottom of pool assures maximum strength. Pool liner of heavy gauge vinyl. Green tank bottom and Yellow sides all with Marine print. Special metal slide fastener locks steel frame. No bolts, screws or rivets necessary. **F.O.B. Pennsylvania Factory.**

Cat. Number	Dia.	Depth	Ship. Wt.	Retail
2655TF2324	8'	18"	44 lbs.	$36.00
2656TF3360	10'	24"	70 lbs.	56.00
2657TF4235	12'	24"	88 lbs.	65.00



ALL-AMERICAN
"600"

Action-packed and responsive as the world's finest sports cars . . . tested by some of the nation's top big car drivers. Has "Kar-traction" steering, beam-balanced weight distribution, track level center of gravity, friction-free live axle with precision anti-drag permanently sealed bearings. Includes internal expanding automotive brakes and seat back racing gas tank. Red with chromed and plated parts. (Clutch, slick tires, and upholstery not included.)

97K1933F [27746] Powered by two West Bend 4 H.P., 2-cycle engines. Wt. 150 lbs.* . . . . . Retail **$369.95**

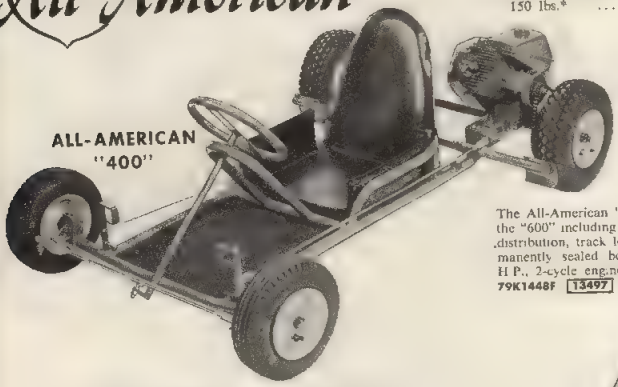
79K1932F [20246] Same, only one engine. 135 lbs.* Ret. **269.95**

79K1931F [15746] All-American '500" Live Axle. Powered by one Clinton A-490 2½ H.P., 2-cycle engine. Wt. 130 lbs.* . . . . . Retail **209.95**

79K1934F [21371] All-American "700" Live Axle. Powered by one West Bend 6 H.P., 2-cycle engine. Wt. 135 lbs * . . . . . Retail **284.95**

79K1935F [29996] Same with two 6 H P engines. 150 lbs.* . . . . . Retail **399.95**

All-American



ALL-AMERICAN
"400"

Kart Racing.....

Newest Outdoor Sport

The All-American "400" has many of the top quality features of the "600" including "Kar-traction" steering, beam-balanced weight distribution, track level center of gravity, precision anti drag permanently sealed bearings Powered by one Clinton A-400 2½ H P., 2-cycle engine (Clutch, upholstery are not included)

79K1448F [13497] Wt. 120 lbs.* . . . . . Retail **$179.95**

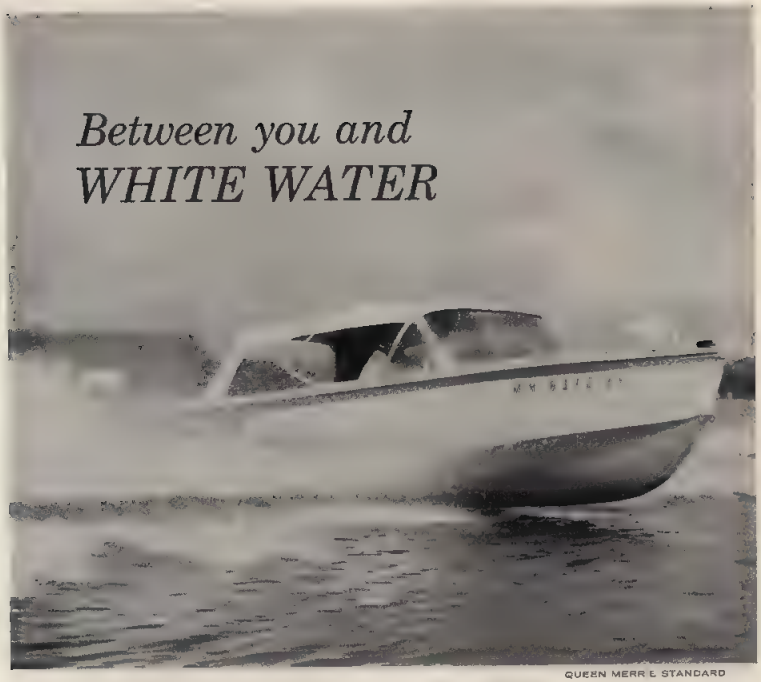
APACHE SCOOTER

A compact motor scooter that's fun for all ages! Teaches the younger ones good driving at safe speeds. Excellent motoring at speeds up to 40 miles an hour! And it's extra economical, too — over 60 miles to every gallon! Rigidly constructed with all steel welded frame of 1¼" tubing. Automotive-type positive hand brake for sure stops. Has dependable Briggs-Stratton 2¼ H.P. 4-cycle engine. Foot-control gas accelerator and automatic clutch for easy driving. Gives a smooth ride every time and is accurately balanced for safe cornering. Comfortable saddle cushion. Smart-looking high-gloss finish

79K1546F [13125] Wt. 90 lbs.** . . . . . Retail **$174.95**

*Merchandise shipped from factory in Wisc. You pay shipping charges when delivered.

**Merchandise shipped from factory in Minneapolis, Minn. You pay shipping charges when delivered.



QUEEN MERRIE STANDARD

nothing [illegible] like ALUMA CRAFT

One thing is sure about "white water"—it's no place for anything but a good-sized boat. But size as measured in length alone is not enough. You have to look at beam, freeboard, transom height and strength, flotation and the basic performance characteristics designed into the boat.

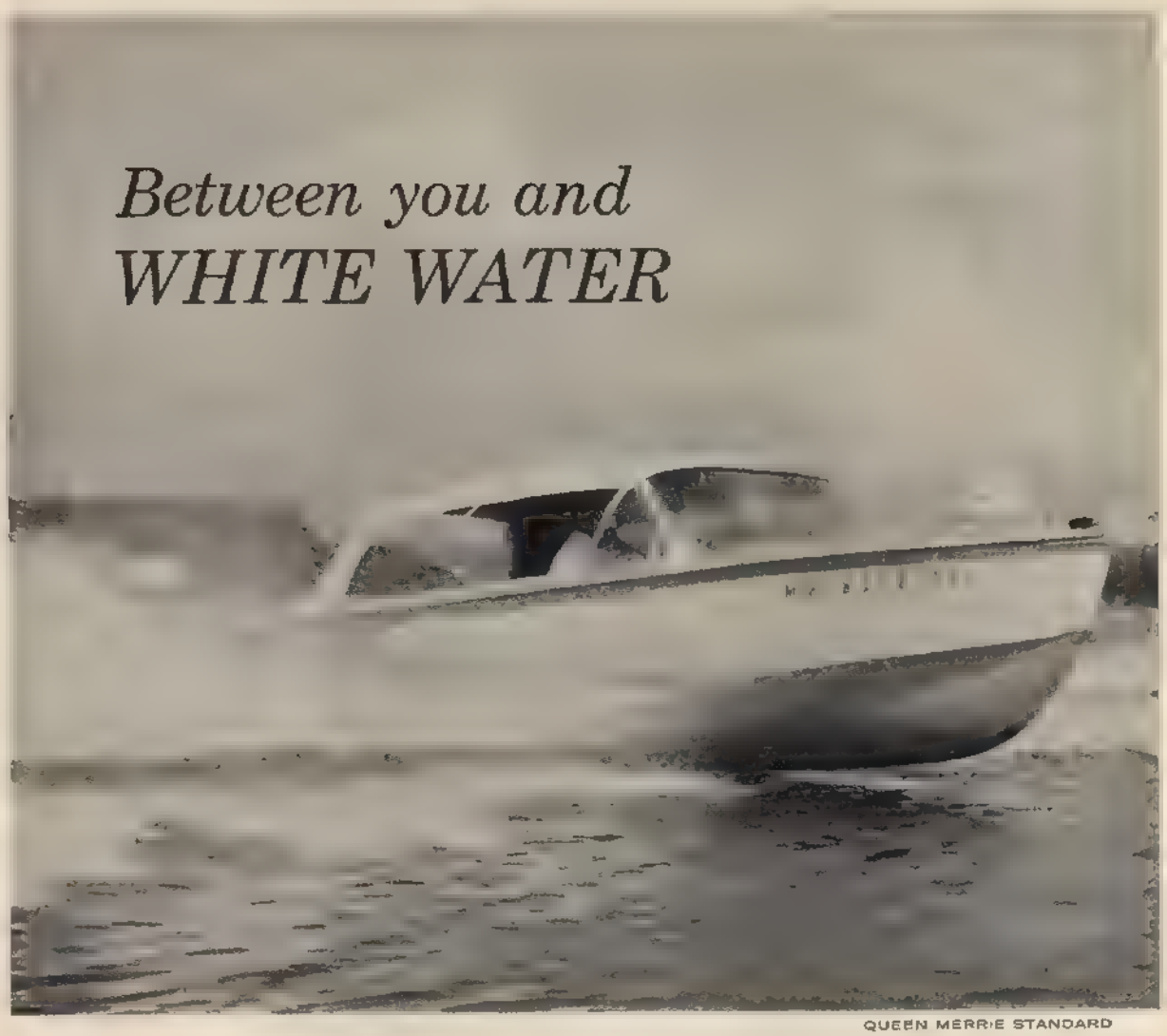
Take the 18-foot Aluma Craft Queen Merrie. This gracious lady of the big waters just plain *likes* it rough. Her clean tapered bow was *designed* to quarter waves, her deep triple-keeled bottom rides a crest like a lifeboat, her long, wide deck, full-length spray rails and 38 inches of depth keep you snug and dry where other folks are bailing. Expanded foam flotation meets OBC regulations for power and load and Aluma Craft's preformed center-seam hull is unsurpassed for strength.

When the water shows white, you can *depend* on Aluma Craft big-water boats in every respect of toughness, stability and flotation. Because fair or foul weather, these boats are built to perform as no other sports boats can. Free color catalog has all the facts. Write Aluma Craft Boat Division, Hupp Corporation, 1513 N. E. Central Avenue, Minneapolis 13, Minnesota.

ALUMA Craft

BOAT DIVISION OF **HUPP** CORPORATION

Between you and WHITE WATER



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ALUMA Craft

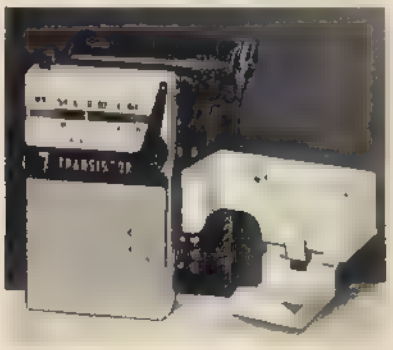
BOAT DIVISION OF **HUPP** CORPORATION

HALLICRAFTERS LITTLEFONE

■ Littlefone Model CB-3 is an eight-channel Citizens Band radio which operates at maximum legal power and has a practical range of 5 to 10 miles, depending on terrain. Channels are crystal-controlled, and service accessibility is rated excellent.

CB-3 has a self-contained dual power supply permitting operation on standard 117 volts AC or on a 12-volt DC battery. Switching from AC to DC is accomplished by changing power plugs, included with the unit.

Also included are a mounting accessory kit, a push-to-talk hand microphone, crystals for one channel and a (Class D) license application. Hallicrafters, 1401 W. 5th Ave., Chicago, Ill.



For stand-by monitoring of the 2182 kc distress frequency, Toshiba marine band radio has full coverage of 1.6 to 4.5 mc marine and broadcast bands. Transistor World Corp., 52 Broadway, New York, N.Y.

GUARANTEED PARTS SWITCHES

■ Guaranteed Parts Co., Inc., Seneca Falls, N. Y., manufacturer of automotive ignition parts and accessories, announces a line of marine switches. Each marine switch is of all-brass construction, with chrome-plated brass mountings. One model features an ivory-colored control knob; another a black plastic push button. The switches are designed to operate boat starters, horns, sirens and lights. The line comprises push-button switches; push-pull switches; toggle-type; momentary pull-type switch and key-operated ignition switches, complete with two keys each.

SCHAUER BATTERY CHARGER

■ The Schauer Mfg. Corp., 4500 Alpine Ave., Cincinnati, Ohio, has a 4-ampere capacity home-type battery charger. Designated A4612, it is equipped with horizontal-type numeral dial ammeter that shows the rate of charge entering the battery.

The charger has a switch to change from 6-volt to 12-volt operation; it will recharge the average battery overnight. Full-wave selenium rectifiers are used, and the unit is equipped with an automatic circuit breaker. Size is 4½" x 4¾" x 6½", and it is housed in a blue steel case with silver front panel.

SEATRONICS INSTRUMENTS

■ The Seatach tachometer has been redesigned. The transmitter uses an improved saturable reactor, which is a solid state electronic circuit, without tubes, transistors, moving parts or batteries. This system gives stability and accuracy, without needle jitter, and no effect on the ignition system.

Seatach remains accurate from minus 50° F. to plus 150° F. It is a one-piece system and requires only two wires to the coil or electric starting switch to connect. An external zero adjustment screw makes needle resetting simple.

Dual tachometer units are standard and one transmitter is so calibrated that it will operate two indicators.

The Seatach Indicator comes in three indicator sizes and eight dial ranges starting at 0-4000 rpm.

The Seatach speedometer uses a principle found in expensive flowmeters. A small transmitter is permanently mounted on the transom, just below the water line. A movable wand on the transmitter measures water pressure in terms of miles per hour.

A small gauge wire carries pulses from the transmitter to the indicator to register miles per hour. A moving wand records pressure.

The illuminated dial is linear over the entire scale and there is no compressed scaling at lower mileage readings. Seatronics, 1030 York Road, Towson, Md.

join the trend to

aqua cat

Want more fun for your boating dollar? Join the throng of sailors from novices to ocean racing skippers who made Aqua-Cat the fastest selling catamaran in 1961. Only Aqua-Cat has all these features • Fastest and safest sailing craft in its class • Maintenance-free fiberglass hulls and aluminum spars • Car tops easily even on compacts • Adapts in a jiffy to outboard use • Ideal as a swimming float • Fun for the whole family • Specifications: 12'2" x 6' x 5" to 2 weighs only 115 lbs. • Price complete with sail $782.00. For full information visit your dealer today or write.

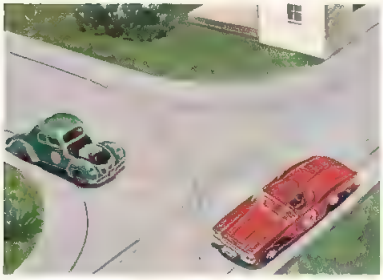
AMERICAN FIBERGLASS CORP.,
DEPT 3, SOUTH NORWALK, CONN

AMERICAN FLYER

AUTO-RAMA

Figure 8 race features exciting over-under-around-and-through roadway with two electric powered Ford stock cars, complete with roadway, customizing kits, power pack and controls.

Suggested retail, **$29.98**

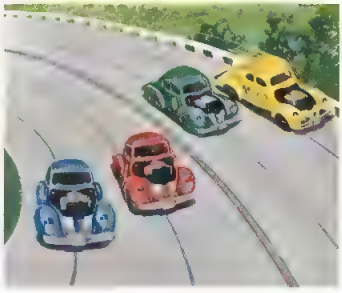


1940 Ford and low-slung Corvette make intersection right turns, left turns, back up, turn around, go forward, go in reverse, drive bumper-to-bumper and do just about everything real cars do on a real turnpike, in this Auto-Rama Super Highway set.

Suggested retail, **$39.98**

Did you ever see a four-car pile-up at top speed? That's only one of the things that can happen in this exciting Auto-Rama Double Speedway 88 set that provides four-car racing or two separate two-car races. Complete with Turnpike Roadway, City Roadway, 4 Ford stock cars, 2 Power Packs, 4 Controls.

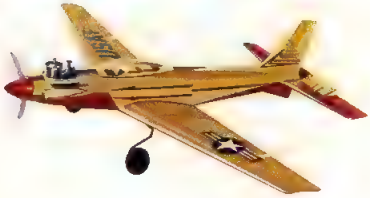
Retail value, **$69.98**



GILBERT

AMERICAN FLYER *Championship*

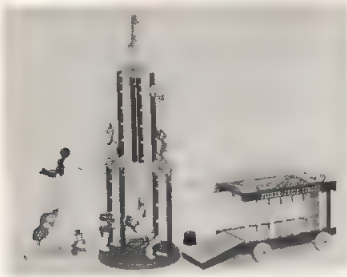
AIRPLANES



The only Airplanes
a beginner can fly the first time... Perfectly

Designed, tested and endorsed by trophy champions for the biggest market in model airplanes: the novice. (But experts can have fun with 'em, too!)

Fisher-Price Reports Immediate Shipment of 30-Piece Circuses



Fisher-Price Toys reports that its #900 Circuses are rolling off the assembly lines now and are being shipped at once. Described as "the greatest toy circus on earth," the 30-piece circus is ingeniously designed to bring all the excitement of the Big Top to the child's world of make-believe play.

A fascinating array of circus figures and equipment plus a big Circus Wagon are of superior quality materials and workmanship. The center ring, aerial ladders, trained animals, world's funniest clown, death defying ringmaster, and the circus paraphernalia, all fit together in many ways so that the child can construct hundreds of all-star acts. All the figures have jointed plastic arms and legs, shaped so that they can stand, sit, climb, hang, or pyramid onto each other. Appealingly decorated, they become lifelike performers in the hands of the imaginative child.

Included in every circus box are instruction folders which illustrate "Jumbo's High Dive," "The Balancing Giraffe," and six other stupendous performances. After mastering these acts, the child will be able to create additional circus productions of almost endless variety.

An important play feature, Fisher-Price relates, is the colorful circus wagon with removable top and hinged unloading ramps. It is used in building many acts and can transport the entire circus, the manufacturer adds.

Every piece of the Fisher-Price Circus is reported to be correctly proportioned and carefully constructed of finest wood and toughest plastic to provide years of happy play for boys and girls of all ages. Fisher-Price suggests a retail of $13.95 in the East for this toy.

Andy Gard Ride 'Em Scat Car

The Andy Gard Corporation, Leetsdale, Pa., has announced an all-new Ride'Em Scat Car with go-kart features: racetrack steering, crash bumpers, a simulated racing motor; and a sturdy backrest.

Called ideal for indoor and outdoor play for boys and girls 2 to 8 years old, the vehicle is made of tough polyethylene on an all-steel frame. It is reported to be strong enough to hold a 200-pound adult and measures 29" long 12½" wide and 14" high.

Packed individually it has a shipping weight of 6 pounds.

Suggested retail on the Ride 'Em Scat Car is $6.

"GREAT MASTERS SERIES" OF ADULT JIGSAW PUZZLES

Ed-U-Cards Manufacturing Corporation, Long Island City, N. Y., a leading creator and manufacturer of educational card games and toys for children, announced last month the introduction of its new "Great Masters Series" of jigsaw puzzles for adults. The puzzles are based on exact reproductions of original masterpieces by the world's greatest artists.

Included in this "Great Masters Series"

are full-color reproductions of such world-famous works as "Street In Auvers" by Vincent van Gogh, "The Surrender of Breda" by Diego Rodriguez Valasquez, "El Cachanero" by Francisco Goya and "Breton Landscape" by Paul Gauguin.

Each puzzle in the series is 25" by 20⅜" in size and consists of 1,000 pieces. An attractive, full-color print of the inclosed puzzle is printed on the cover of each box, and the boxes themselves are overwrapped in cellophane.

While the younger folks will also be attracted, Irving Brambier, president of Ed-U-Cards, believes that the size and subject matter of the series will have its widest appeal among the millions of adult jigsaw puzzle enthusiasts.

The puzzles retail at $1 each.

LEADING CAR CUSTOMIZER NAMED TO MONOGRAM POST

Darryl Starbird, one of the nation's top car customizers, has been appointed custom car design consultant for Monogram Models, Inc., Chicago.

Jack M. Besser, president of Monogram, said Mr. Starbird will work with the company's staff designers in developing original and exclusive additions to Monogram's car customizing hobby kit line.

Only 28 years old, Mr. Starbird has operated his own custom business, the Star Kustom Shop, in Wichita, Kan., for seven years. Since going into business in 1955, he has earned a reputation of being the best car-restyler in the Midwest and one of the best in the nation. He previously had worked as a design draftsman for Boeing Aircraft Company.

In 1959 a Starbird-designed-and-built car was show champion at the National Custom Car Show sponsored by the National Hod Rod Association. At the show, Mr. Starbird also won the Custom Shop Achievement Award for having the best custom shop in the nation. He himself won the Grand Sweepstakes Award of the Oakland Roadster Show twice.

BUDDY L FLAT TIRE WRECKER WITH FLASHER LIGHT AND BOOM

A particular eye-catcher at the Henry Katz Organization showroom at 200 Fifth Avenue, New York City, is the #5427 Buddy L Flat Tire Wrecker illustrated here, a $4.98 retailer.

The 16¾"-long, cream-colored truck has

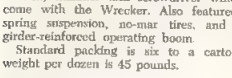
a red flasher light which operates on two "C" batteries (not included). In replacing the flat tire with the spare on the side, the youngster uses the polyethylene two-end wrench, hammer and screwdriver which come with the Wrecker. Also featured, spring suspension, no-mar tires, and a girder-reinforced operating boom.

Standard packing is six to a carton; weight per dozen is 45 pounds.

MONTE CARLO SPORTS CAR MODEL UNVEILED BY HAWK

Hawk Model Company, 4800 N Olcott Avenue, Chicago 31, has unveiled the Monte Carlo rubber-powered sports car, a sleek, streamlined version of the "real thing."

Featuring a dynamic sweep, a sugges-



tion of power, and authentic detailing, the Monte Carlo model is stock #528-98 in the Hawk line and retails at 98¢.

Further details about this new Hawk number are available direct from the manufacturer. The company also produces model planes, trucks, lifelike insects and other allied products.

EFFANBEE FEATURING KIDS' WIGS IN 3 ARTISTIC STYLES

Bernie Baum, president of the Effanbee Doll Corporation, 200 Fifth Avenue, New York City, is enthusiastic over the "immediate trade and consumer acceptance" their newly-introduced line of children's wigs has been receiving.

Appropriately timed to tie in with the current wave of popularity for wigs among style-conscious older girls and women, Effanbee's children's wig line is offered in three artistic styles to fit little girls of ages from 8 to 14. With numbers retailing at $4.99 to $6.99, the line is available in a wide variety of colors.

Mr. Baum says that the new Effanbee's children's wigs are being advertised and promoted by a growing number of leading stores in various parts of country with a response that has been "so immediate and strong as to definately indicate that we have come out with a specialty promotional item that should ring up volume sales during the coming fall and Christmas seasons."

Home Laboratory for Fingerprint Analyses a New Carter Number

A new activity for active young hobbyists is offered in Carter's Career Craft Crime Lab Fingerprinting Kit now being released to the toy and hobby trade. Young "investigators" can learn to search for evidence the scientific way.

Complete materials for a home laboratory to make and analyze fingerprints are included in the kit. Fingerprints of family and friends can be dusted, then lifted and classified according to modern-day police methods. Eight large scale basic print types on the box bottom are used for analyzing prints.

"Lab" materials include eight identification file cards; light and dark surface dusting powders for taking surface prints; two brushes; a powerful magnifying glass, safe, washable, non-toxic (Per CS 130-60) fingerprint ink; a print pad in plastic case and an explanatory analysis booklet.

The Crime Lab Fingerprint Kit, catalog #2150, a learn-by-doing career-play activity kit, is available now. Suggested retail price: $3.

Carter's Career Craft, a division of The Carter's Ink Company, is located in Cambridge, Mass

Thousand-Piece Jigsaw Puzzles Produced by Tuco Work Shops

The Tuco Work Shops, Inc., Lockport, N. Y., has announced the introduction of a new series of over 1,000-piece Tripl-Thick Puzzles.

Described as offering a strong challenge to even the most practiced jigsaw puzzle fans, the new puzzles each measure nearly 2 feet square when assembled.

The manufacturer states that the thick puzzle pieces—of sturdy laminated fiberboard—are easy to pick up and fit together snugly.

Tuco points out that puzzles of this kind are year-round staples and offer enjoyment for the entire family.

"BLAZE" COMMERCIAL A WINNER

"Yup," a 60-second black-and-white filmed commercial depicting Blaze, the Talking Horse, a product of Mattel, Inc., Hawthorne, Calif., was adjudged the best national toy commercial at the recent 1962 American Television Commercials Festival. The commercial was written and produced by Carson/Roberts, advertising agency for Mattel.

1962's SOUND AND ACTION TOYS SUPREME

merry

AM•I•NALS

- Intriguing Motion
- Natural Sounding
- Dramatic Looking

COMMENDED by PARENTS' MAGAZINE

The smartest looking, cleverest moving, realistic sounding toys ever! A turn of the handle—in either direction—creates the sound and motion. They're so fascinating kids will want the whole menagerie. Molded of durable plastic in dramatic colors. Approximately 18 inches high.

© 1962, Merry Manufacturing Co., Cincinnati

"OINK! OINK!"

"oinking" pig

Pink Porky devours his corn while moving his head from side to side with an audible "oink, oink".

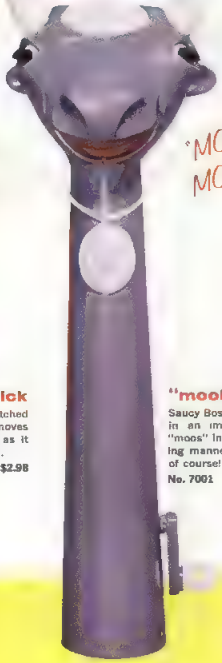
No. 7002 Retail $2.98

"COCK-A-DOODLE-DOO!"

"clucking" chick

Cutest chick ever hatched with a mouth that moves and wings that flap as it "cock-a-doodle doos".

No. 7003 Retail $2.98



"MOO! MOO!"

"mooing" cow

Saucy Bossie rolls her eyes in an impish mood and "moos" in a most convincing manner. A purple cow, of course!

No. 7001 Retail $2.98

ASSORTMENT No. 4—One dozen Am-i-nals, four pieces each of Mooing Cow, Oinking Pig and Clucking Chick packed in one case. Retail value: $36.00.

merry MANUFACTURING COMPANY

531 N. Wayne Avenue • Cincinnati 15, Ohio

Litho in U.S.A.

ANSCO CAMERAS AND FILM

ANSCO LANCER-LG CAMERA KIT

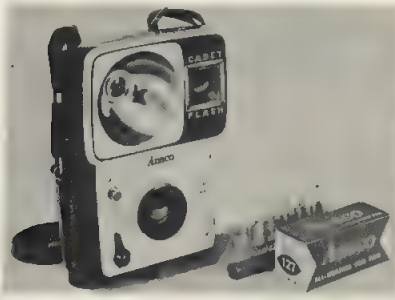
2249P1 . . . . . $36.50

The Lancer "light guide" meter tells you how to set cameras for perfect pictures everytime. Lancer-LG advanced features include double exposure prevention, adjustable f/8 lens and shutter and quick-action zone focusing as close as 3 feet. Uses popular 127 size film for "super-slides" or standard 2¼" square color or black and white enlarged prints. Outfit contains camera, flash unit, 4 bulbs and one roll of film. Retail $24.95

CADET REFLEX CAMERA KIT

2249P2 . . . . . $22.96

Big bright reflex viewer shows the picture full size before it's snapped. Flawless performance that prevents double exposure. Makes 12 exciting color or black and white pictures on 127 roll film. Complete outfit including camera, flash, film and bulbs. Retail $15.95



ANSCO CADET FLASH CAMERA KIT

2249P3 . . . . . $16.02

Ideal for color and black and white pictures. Takes 12 big "super-slides" on 127 film. Positive double exposure prevention. Brilliant eye-level viewfinder. Camera guaranteed for satisfactory performance. Outfit contains camera, 4 AG bulbs and one roll All-Weather Pan film. Retail $10.95

UNIVERSAL HAND VIEWER

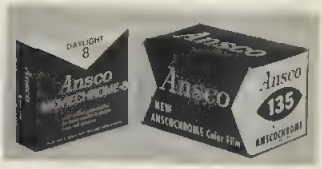
2249P4 . . . . . $3.72

Compact folding viewer for 35mm, super slides and 2¼ x 2¼. Enlarges more than 3x. Retail $2.49

CADET CAMERA OUTFIT

2249P3 . . . . . $15.18

Bright clear snapshots or color slides and prints at the touch of a button. Large, optical viewfinder; double exposure prevention. Takes 12 exposures on popular 127 size film. A complete picture taking kit. Includes camera, flash, film, batteries and bulbs. Retail $10.75.



ANSCO MOVIECHROME 8

2249P6 . . . . . $4.40

ANSCO MOVIECHROME 8 is a fast 8mm color film for use in daylight. It is also possible to expose this film indoors with use of photofloods and an 80B filter over the camera lens. Retail $2.85

ANSCOCHROME FILM

		Keystone	Retail
35mm—20 Ex.		$3.16	$2.05
120		2.08	1.35
620		2.08	1.35
127		2.08	1.35
100'	16mm, roll—movie	$14.24	$8.60
50'	16mm, magazine—movie	11.94	7.00

3-ROLL ECONOMY PAK, BLACK AND WHITE FILM

	Keystone	Retail
127	$1.92	$1.39
620	1.92	1.39
120	1.92	1.39

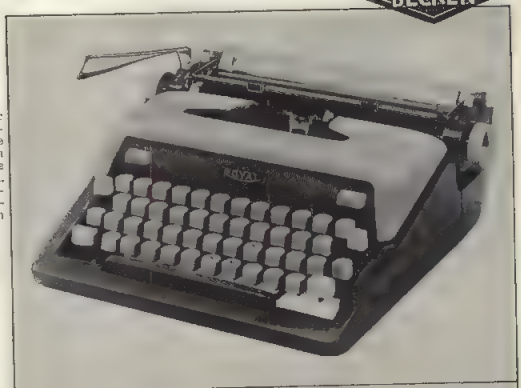
DE LUXE DEVELOPING OUTFIT

2249P7 . . . . . $22.42

Contains all necessary chemicals, paper, for developing and printing with professional results. Has contact printer, enlarging masks, the Anscomatic Developing Tank, safelight, trays, film clips, instruction book in handsome storage carton. Retail $14.95

ROYAL PORTABLE TYPEWRITERS

BECKEN

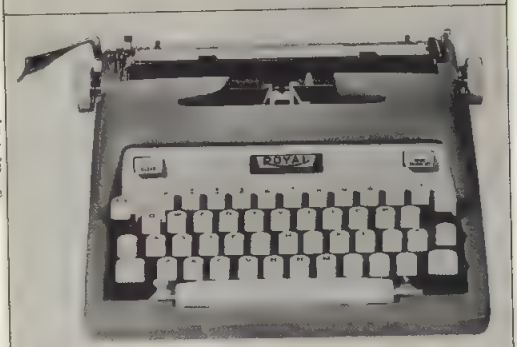


ROYAL FUTURA 800

The new Royal Futura 800 is the only typewriter that combines all the advantages of a regular portable with all of the hard working features of the best standards. Has fully standard keyboard with finger flow keys and Touch Control lever. Exclusive Twin-Pak quick change ribbon. Magic margin button. Line meter to show how many lines left at the bottom, and magic column set key. Furnished in two-tone Mist Gray with Pica type. Complete with brown-vinyl carrying case.

Keystone $219.90— Federal Excise Tax Included

Retail $142.13



ROYAL TAB-O-MATIC

A full size portable with an automatic tabulator. Royal's Magic Column Set Tabulator lets you set and clear columns automatically from the keyboard. Includes: Full-size standard keyboard, 2 extra symbols, + = . . . Right and left shift keys . . . 1, 2 and 3 spacing. Solid quiet one piece unitized construction. Furnished in Cadet Blue with Pica type. Complete with brown-vinyl carrying case.

Keystone $179.00— Federal Excise Tax Included

Retail $114.81

ROYALITE

The Royalite is a modern, rugged, light duty portable with all essential typewriter features. Has a full size keyboard, simple margin setter, fast typing action, light touch, and takes a large size envelope. Weighs only 8 pounds and measures 8" high. Furnished in two-tone gray with a handsome brown-vinyl carrying case. Available in Pica type.

Keystone $99.90 Federal Excise Tax Included

THE *"China-like"* LOOK

IN Apolloware

DECORATED MELAMINE DINNERWARE

Set an enchanting table every mealtime with this proud molded Melamine dinnerware. You'll marvel at its delicate translucence. Looks like costly precious china, yet it's guaranteed two years against cracking, chipping or breaking. Can even be boiled and washed in an automatic dishwasher. True gold highlights each exciting pattern. Decorations never fade or peel.

COMPOSITIONS:

16 PIECE SERVICE FOR 4:
8 10" Decorated Dinner Plates
8 6" Decorated Bread & Butters
8 Cups
8 Saucers

45 PIECE SERVICE FOR 8:
8 10" Decorated Dinner Plates
8 6" Decorated Bread & Butters
8 Lug Soup Bowls
8 Cups 8 Saucers
1 Decorated Platter
1 Large Vegetable Bowl
1 Sugar with Cover
1 Creamer

16 Piece Set:

PATTERN	STOCK NO.	RETAIL
Dream Rose	DRO16-8D/797	11.95
Enchantment	EN16-8D/797	11.95
Misty Violet	MV16-8D/797	11.95
Shelley	SH16-8D/797	11.95

45 Piece Set:

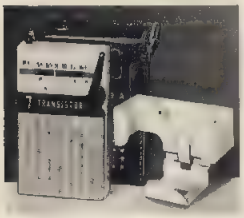
PATTERN	STOCK NO.	RETAIL
Dream Rose	DRO45-17D/1997	29.95
Enchantment	EN45-17D/1997	29.95
Misty Violet	MV45-17D/1997	29.95
Shelley	SH45-17D/1997	29.95

HALLICRAFTERS LITTLEFONE

■ Littlefone Model CB-3 is an eight-channel Citizens Band radio which operates at maximum legal power and has a practical range of 5 to 10 miles, depending on terrain. Channels are crystal-controlled, and service accessibility is rated excellent.

CB-3 has a self-contained dual power supply permitting operation on standard 117 volts AC or on a 12-volt DC battery. Switching from AC to DC is accomplished by changing power plugs, included with the unit.

Also included are a mounting accessory kit, a push-to-talk hand microphone, crystals for one channel and a (Class D) license application. Hallicrafters, 1401 W. 5th Ave., Chicago, Ill.



For stand-by monitoring of the 2182 kc distress frequency, Toshiba marine band radio has full coverage of 1.6 to 4.5 mc marine and broadcast bands. Transistor World Corp., 52 Broadway, New York, N.Y.

GUARANTEED PARTS SWITCHES

■ Guaranteed Parts Co., Inc., Seneca Falls, N. Y., manufacturer of automotive ignition parts and accessories, announces a line of marine switches. Each marine switch is of all-brass construction, with chrome-plated brass mountings. One model features an ivory-colored control knob; another a black plastic push button. The switches are designed to operate boat starters, horns, sirens and lights. The line comprises push-button switches; push-pull switches; toggle-type; momentary pull-type switch and key-operated ignition switches, complete with two keys each.

SCHAUER BATTERY CHARGER

■ The Schauer Mfg. Corp., 4500 Alpine Ave., Cincinnati, Ohio, has a 4-ampere capacity home-type battery charger. Designated A4612, it is equipped with horizontal-type numeral dial ammeter that shows the rate of charge entering the battery.

The charger has a switch to change from 6-volt to 12-volt operation; it will recharge the average battery overnight. Full-wave selenium rectifiers are used, and the unit is equipped with an automatic circuit breaker. Size is 4½" x 4⅜" x 6½", and it is housed in a blue steel case with silver front panel.

SEATRONICS INSTRUMENTS

■ The Seatach tachometer has been redesigned. The transmitter uses an improved saturable reactor, which is a solid state electronic circuit, without tubes, transistors, moving parts or batteries. This system gives stability and accuracy, without needle jitter, and no effect on the ignition system.

Seatach remains accurate from minus 50° F. to plus 150° F. It is a one-piece system and requires only two wires to the coil or electric starting switch to connect. An external zero adjustment screw makes needle resetting simple.

Dual tachometer units are standard and one transmitter is so calibrated that it will operate two indicators.

The Seatach Indicator comes in three indicator sizes and eight dial ranges starting at 0-4000 rpm.

The Seatach speedometer uses a principle found in expensive flowmeters. A small transmitter is permanently mounted on the transom, just below the water line. A movable wand on the transmitter measures water pressure in terms of miles per hour.

A small gauge wire carries pulses from the transmitter to the indicator to register miles per hour. A moving wand records pressure.

The illuminated dial is linear over the entire scale and there is no compressed scaling at lower mileage readings. Seatronics, 1030 York Road, Towson, Md.

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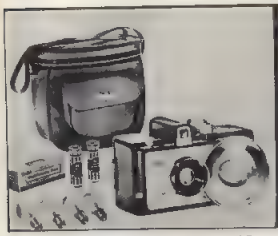
aqua cat

Want more fun for your boating dollar? Join the throng of sailors from novices to ocean racing skippers who made Aqua-Cat the fastest selling catamaran in 1961. Only Aqua-Cat has all these features • Fastest and safest sailing craft in its class • Maintenance-free fiberglass hulls and aluminum spars • Car tops easily even on compacts • Adapts in a jiffy to outboard use • Ideal as a swimming float • Fun for the whole family • Specifications: 12'2" x 6' x 5" to 2' weighs only 115 lbs. • Price complete with sail $782.00. For full information visit your dealer today or write

AMERICAN FIBERGLASS CORP.,
DEPT. 3, SOUTH NORWALK, CONN.



SPARTUS CO-FLASH 9-PIECE CAMERA OUTFIT

Ultra new, 3-in-1 performance— puts black and white and color snapshots, plus color slides, within the reach of all. Yields 12—3½ x 3½ black and white or color snapshots, or 12 color slides. Features a built-in reflector and adjustment for black and white or color. Positive action bulb ejector and optical view finder. Black case with satin finished metal trim and handy carrying strap.

Outfit includes Co-Flash Camera with Built-in Flash Unit, Deluxe zipper gadget bag, Two Batteries, Four M2 Flash Bulbs, One Roll 127 Eastman Film, Instruction Book, Free Film Certificate.

224PF1 ..... **$15.54**

Retail $12.95

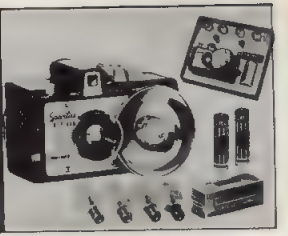
SPARTUS "620" 11-PIECE REFLEX CAMERA OUTFIT WITH TRAVEL CASE

Here's everything you need in a complete picture-taking outfit with deluxe fitted Travel Case, makes the perfect gift. Features our popular easy-to-use 620 Reflex Camera. Big brilliant view finder, factory adjusted lens. Styled in silver and grey finish. Takes 12—2¼ x 2¼ pictures on 620 color or black and white film. Plug in flash gun.

Outfit includes 620 Camera, Matching Ejector Flash Gun, One Roll Eastman 620 Film, Four Flash Bulbs, Deluxe Fitted Travel Case, Two Batteries, Instruction Book, Free Film Certificate.

2248P2 ..... **$16.74**

Retail $13.95



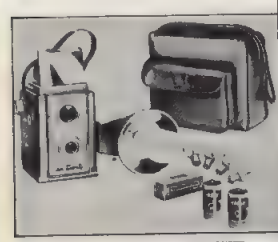
SPARTUS CO-FLASH 8 PIECE CAMERA KIT

Ultra new, 3 in 1 performance — puts black and white and color snapshots, plus color slides, within the reach of all. Yields 12 3½ x 3½ black and white or color snapshots, or 12 color slides. Features a built-in reflector and adjustment for black and white or color. Positive action bulb ejector and optical view finder. Black case with satin finished metal trim and handy carrying strap.

Kit includes: Co-Flash Camera with Built-in Flash Unit, Two Batteries, Four M3 Flash Bulbs, One Roll 127 Eastman Film, Instruction Book, Free Film Certificate

2248P3 ..... **$11.94**

Retail $9.95



SPARTUS "620" 11-PIECE REFLEX CAMERA OUTFIT

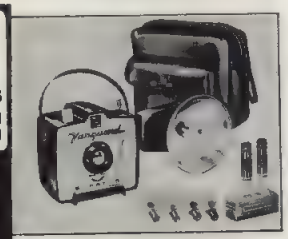
Here's everything you need in one kit for perfect color or black and white pictures — makes the perfect gift. Features our popular easy to use 620 Reflex Camera. Takes 12 2¼ x 2¼ pictures on 620 color or black and white film. Styled in silver and grey finish. Big brilliant view finder, factory adjusted lens. Plug-in flash gun for use with miniature flash bulbs.

Outfit includes 620 Camera, Matching Ejector Flash Gun, One Roll Eastman 620 Film, Four Flash Bulbs, Deluxe Zipper Gadget Bag, Two Batteries, Instruction Book, Free Film Certificate.

2248P4 ..... **$13.54**

Retail $12.95

AMERICA'S FAVORITE
Spartus cameras
Nationally Advertised
Fully Guaranteed
FREE FILM!
ONE YEAR'S SUPPLY OF FREE FILM WITH EVERY SPARTUS CAMERA
Send each roll of undeveloped black and white film to Spartus with $1.00* to cover cost of development and printing. You will receive JUMBO-SIZE prints plus one roll of Eastman or Anseo film ABSOLUTELY FREE. And you will continue to receive a free roll of film along with your prints for one full year.* (Free offer also covers color film at great savings to you. 127, 620, 120 Kodacolor $4.25. 35mm Black and White $1.75. Refer to certificate with camera for full details.



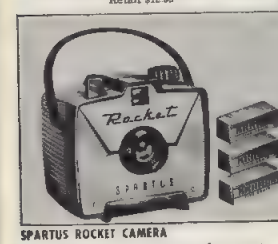
SPARTUS VANGUARD 10 PIECE CAMERA OUTFIT

Newest concept in camera! Easy to Use. Takes all 3 12 3½ x 3½ (developed size) black and white or color snapshots, or 12 color slides on "127" film. Factory focused. Features include shutter adjustment for black and white or color, eye level optical view finder, positive action bulb ejector, and detachable flash unit.

Outfit includes: Vanguard Camera with snap-on Flash Unit, Zipper Gadget Bag, Two Batteries, Four M2 Flash Bulbs, One Roll "127" Eastman Film, Instruction Book, Free Film Certificate.

2248P5 ..... **$9.54**

Retail $7.95



SPARTUS ROCKET CAMERA

The most exciting camera developed in years. So very many expensive features at such a LOW LOW price. The perfect gift for any youngster. Easy to use! Takes all 3½ 12—3½ x 3½ (developed size) black and white or color snapshots, or 12 color slides, on "127" film. Camera features factory focused lens, positive action shutter, eye level optical view finder.

Kit includes Rocket Camera with Carrying Strap, 2 Rolls "127" Film, Instruction Book, Free Film Certificate.

2248P6 ..... **$4.76**

Retail $3.98

SPARTUS VANGUARD 7 PIECE CAMERA KIT

Yes, takes all 3 12 3½ x 3½ (developed size) black and white or color snapshots, or 12 color slides on 127 Film. Simple to use — perfect for youngsters. Camera features adjustment for color or black and white, positive action bulb ejector, and optical view finder.

Kit includes: Vanguard Camera, Flash Unit, Two Batteries, Two M3 Flash Bulbs, One Roll "127" Eastman Film, Instruction Book, Free Film Certificate.

2248P7 ..... **$5.96**

Retail $4.98

SPARTUS "620" 8 PIECE REFLEX CAMERA KIT

The lowest priced, easy-to-use, high quality reflex camera ever! No adjustments — you see the actual picture on the big brilliant view finder before you shoot. Precision made with silver-grey finish, fixed focus lens, plug-in flash. Takes 12 2¼ x 2¼ pictures in black and white or color.

Kit includes: 620 Camera, Matching Ejector Flash Gun, Eastman 620 Film, Two Flash Bulbs, Two Batteries, Shoulder Strap, Free Film Certificate.

2248P8 ..... **$11.94**

Retail $9.95

argus 75 PORTRAIT ALBUM KIT

...just **aim** and **shoot!**

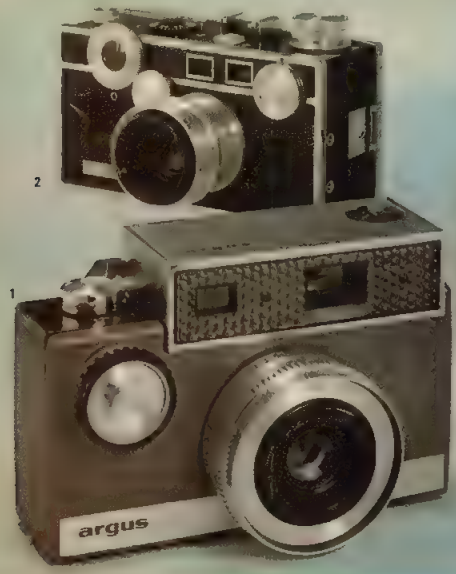
2247P1 ..... S29.00

Includes everything needed for fine indoor or outdoor pictures . . . famous Argus 75 Camera . . . new pocket size flash unit with 6 Sylvania AG-1 flash bulbs . . . slip-on portrait lens . . . 620 black and white film — Plus a handsome portrait album for snapshots. Retail $18.95.

Just aim and shoot. It's just that easy. The brilliant, full size view finder shows exactly what the camera will capture on film. Nothing to set. Just press the button . . . snap . . . and you have the picture.

Extra value Argus 75 features include Red-I-Dot which prevents double exposures and also gives a visual "readiness" check and new, compact flash unit, specially designed for tiny AG-1 bulbs. These revolutionary bulbs are actually "peanut sized" yet give brilliance equal to regular size bulbs.

argus color-slide cameras



1 argus Autronic 35

. . . doesn't know how to take a bad picture!

Literally sets itself . . . you just aim and shoot, while the electric-eye adjusts exposure for every picture. A built-in signal warns when light is too dim. Lock out automation, and the Autronic is a fully adjustable, fine camera. Shutter speeds, 1/30 to 1/500; bright viewfinder rangefinder; Flash Finder system; famous Argus f/3.5 Cintar lens; rapid wind.

24-10J8610 (Complete with case and flash) . . . . . Retail $110.00

2 The famous argus C3

. . . now at the lowest price in history

The camera that has brought the fun of 35mm color slides into more than 2,000,000 homes! The C3 is now available at a new sensationally low price. It makes this proven performer available to everyone who has hoped to enjoy the thrills that come only with color-slide photography. Easy to use. Color Matic settings, rangefinder focusing, f/3.5 Cintar lens, shutter speeds from 1/10 to 1/300.

24-11J3597 (Complete with case and flash) Retail $45.95

3 argus Match-Matic C3

Deluxe model of the world's most popular color-slide camera. "As easy to set as a clock" . . . the Match-Matic meter "calculates" the correct exposure setting for you every time . . . you simply match a number from meter to lens for perfect results in color or black and white. A Flash Finder system on the focusing dial provides a similar match-number way to perfectly exposed flash shots. Coupled rangefinder, choice of five shutter speeds, Argus f/3.5 Cintar lens. Complete with new improved exposure meter, plug-in flash, and leather case . .

24-12J5185. . . . . Retail $64.95

FREE $24.95

SYLVANIA

SUN GUN

WITH

argus Match-Matic M3 Movie Camera

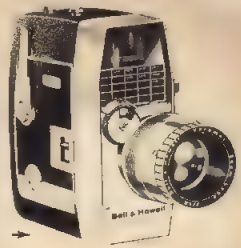
The famous Argus matching-number exposure system does all the figuring for perfect movies indoors or out. Simply match the number on the meter to the lens setting dial, and shoot! Features three turret mounted f/1.9 lenses for normal, wide angle, and telephoto shots with individual optical viewfinders that swing into position to show you the scene exactly as you shoot it with each lens. Big, hand-fitting, ratchet-type wind knob, single-frame exposure; built-in conversion-A filter, die-cast metal construction, uses popular double 8mm roll film.

24-13J6200 . . . . . Retail $104.95

BELL & HOWELL DUO POWER ZOOM ELECTRIC EYE CAMERA

Model 414P . . . Power zooms from normal to wide angle or telephoto by just touching a button. Zooms at normal or slow motion speed. Viewfinder zooms with lens . . . Electric eye sets lens automatically. Built in type A filter. F/1.8 Varamat lens.

No. 23-14J19340 *Wt. 4 lbs.* **$249.95**



3 PC. BELL AND HOWELL MOVIE OUTFIT

Complete set as pictured to the left. For description of individual items, see A, B, and C below

Shpg. Wt. 30 lbs

No. 23-10J7997 **$99.95**

CONTOUR CAMERA CARRYING CASE

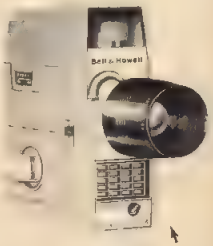
Genuine leather case with smart chrome trim. Plenty of storage space for camera and film. For Bell & Howell cameras 410, 420, 414, 424, 414P and 424P cameras.

No. 23-15J1847 *Wt. 2 lbs.* **$24.95**

(A) 220 SUNOMETER CAMERA WITH CLIP LESS METER

- Fast Comat lens for color movies
- Match the "sun" and shoot
- Long 10-foot film run
- Picture-window viewfinder
- Lifetime aluminum construction

No. 23-11J2980 *4 lbs.* **$34.95**



(B) 253AX MONTEREY PROJECTOR

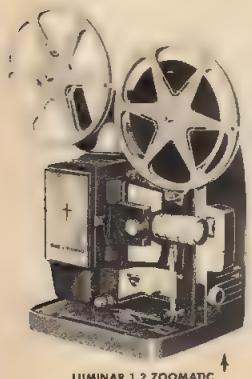
- 400-foot reel for full half hour shows
- Sharp coated f/1.6 lens
- Gear-drive reel arms . . . smooth and quiet
- Fast set-up . . . fingertip controls
- Easy one-step foolproof threading
- Lifetime aluminum construction

No. 23-12J5980 . *Wt. 21 lbs* **$69.95**

(C) SHEATH-TYPE CAMERA CASE

- Easy-open snap-type latch
- Plenty of room for film and accessories
- Genuine top-grain cowhide . . . tan color
- Bell & Howell . . . the prestige name

No. 23-13J515 . . . *Wt. 2 lbs.* . . **$6.95**



LUMINAR 1.2 ZOOMATIC PROJECTOR MODEL 370Y

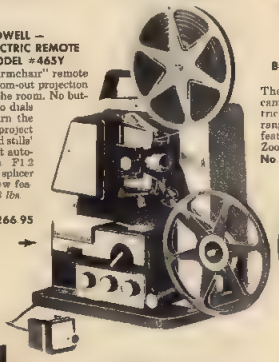
Twice as bright with twice the detail. Threads itself automatically in 3 seconds. Special "T-14" lamp gives 100% more light. Variable speed control. Automatic rewind reel. Quik-splice splicer. Reverse and still.

No. 23-18J14640 *Wt. 23 lbs.* **$194.95**

BELL & HOWELL — ZOOM DUAL/LECTRIC REMOTE CONTROL MODEL #465Y

Enjoy complete "armchair" remote control. Zoom-in, zoom-out projection from anywhere in the room. No buttons to push . . . no dials to set . . . just turn the Roto-Remote and project forward, reverse, and stills! Lamp turns on as it automatically threads. F1.2 Proval Lens, built-in splicer . . . many more new features. *Shpg. Wt. 23 lbs*

No. 23-17J19970 **$266.95**



BELL & HOWELL ELECTRIC EYE ZOOM CAMERA

These low cost quality electric eye Zoom cameras offer you completely automatic electric eye operation . . . plus the exciting wide range "Zoom" lens. All of these outstanding features at amazingly low prices! Viewfinder Zooms with lens . F/2.3 lens.

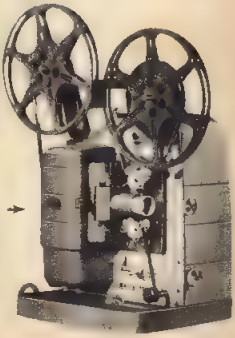
No. 23-16J8680 *Wt. 4 lbs.* . . **$109.95**

BELL & HOWELL

BELL & HOWELL — MODEL #254R

Amazing new item! Forward . Reverse . . . Shows Stills! Everything you want and need at a new budget price. Enclosed gear driven reel-arms extremely smooth and quiet operation. 400 ft. reel capacity, full ½ hr. show. Fast set up. Finger tip controls. Simplified, fool proof threading. Die-cast aluminum. f/1.6 anastigmat lens.

No. 23-19J6670 *Wt. 21 lbs* . **$89.95**



Important -- See page 3 for information regarding retail prices.

Ask for details
Galesi's USA Distributors

Omega Import Co.
307 Fifth Ave.,
New York 16, N. Y.

John Javino Co.
5 Centre Market Place,
New York 13, N. Y.

Mitchell Mogal, Inc.
440 Broadway,
New York 13, N. Y.

Ely Cutlery
P. O. Box 52—511,
Miami 52, Fla.

F. A. Bower Import Co.
P. O. Box 5522,
Jacksonville 7, Fla

Guy T. Jones Import Co.
931 Gervais St.,
Columbia, S. C.

Borunt Steel Co., Inc.
26 Journal Sq.,
Jersey City 6, N. J.

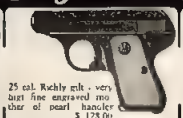
Alamo Leather Goods Co.
125 So. Flores St.,
San Antonio 5, Tex.

Buddie Arms Co.
2226 E. Lancaster,
Fort Worth 3, Tex.

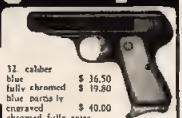
Solingen Cutlery
P. O. Box 306,
Montrose, Calif.

The sole and Original GALESI

25 cal. blue $ 27.50
fully chromed $ 29.75
22 sh. or Long cal
blue $ 29.75
fully chromed $ 32.00



25 cal. Richly gilt - very
fine engraved mo
thir of pearl handles
$ 125.00
22 sh. or long $ 130.35



32 caliber
blue $ 36.50
fully chromed $ 39.80
blue parts ly
engraved $ 40.00
chromed fully extra
engraved $ 46.50

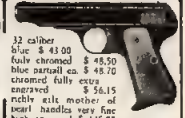
25 caliber partially en-
graved $ 29.90
22 sh. or long $ 32.15

22 L.R. caliber
blue $ 35.80
fully chromed $ 36.75
blue partially
engraved $ 46.90

32 caliber
richly gilt very fine hush
engraved mother of
pearl handles $ 140.75

25 caliber Chromed en-
graved $ 35.20
22 sh. or long $ 37.50

22 L.R. caliber
chromed fully extra en
graved $ 42.80
richly gilt very fine hush
engraved mother of
pearl handles $ 136.50



32 caliber
blue $ 43.00
fully chromed $ 48.50
blue partiall en. $ 48.70
chromed fully extra
engraved $ 56.15
richly gilt mother of
pearl handles very fine
hush engraved $ 145.00

High quality - Beware of Counterfeits!
Ask' For the original "AO,, - GALESI - only

ARMI GALESI
COLLEBEATO - Brescia - Italy

(For More Information Circle No. 94 on Page 183)

BUSINESS AND FINANCE

(CONTINUED FROM PRECEDING PAGE)

service and parking on opening day Special advertising and editorial attention, including an eight-page section in the Tulsa World, heralded the opening.

At the conclusion of a month of special events, Davis' will award a one week winter vacation for two at the Chateau Kirk Ski Lodge, Aspen, Colo. Sports equipment and other prizes round out the prize total to $6,000 retail value

On hand for the opening were Major James Maxwell, Hugh Finnerty and the Tulsa Oilers, Leroy McGuirk and "champion" wrestlers, Pi Page of Wilson Sporting Goods Co., Allen Hague of MacGregor, and Ebb Pickins, Earl Buckholtz and John Pickens, Rawlings Sporting Goods Co Free Pepsi-Cola was served al. day.

Davis' was founded by Lon and Elliott Davis, president and treasurer, respectively, with the purchase of the Ratigan Hardware Co in 1946

Katz Cutting Down on Discount Leases

Katz Drug Co. has dropped plans for expanding operation of leased departments in discount stores and closed two of the six departments it has operated since late 1961, Morris R. Shlensky, president said at Kansas City, Mo., September 28.

Closed are a leased department in a Hartford, Conn., discount house and in Covina, Calif Earlier, Katz had said it would open 70 such units by the end of 1962.

Shlensky said volume in the discount operations is "disappointing".

Katz will continue to operate leased discount departments in Denver, Houston, Davenport, and Collinsville, Ill., but "we have no idea as to their permanency."

Profit is being held down by strict enforcement of Sunday closing laws in Missouri, where Katz operates 27 of its 35 stores

Daughter Succeeds Hoppe President

Mrs. Willard C Hartmann has been elected president of Frank A Hoppe, Inc., Philadelphia, Pa. She immediately pledged a continuation of the firm's policies of aggressive leadership and service

Mrs. Hartmann, daughter of the late Charles A. Rasmussen, longtime Hoppe president and general manager, has been actively associated with the firm for eight years.

Other officers elected at the September 11 Stockholders Meeting were Mrs. Jane W. Rasmussen, widow of the former president and mother of the new one, vice-president, and Roy Castor, employe for 44 years and acting general manager for the past eight, as secretary-treasurer and general manager

Dexter Signs Puck Star

Dexter Shoe Co., Dexter, Me., has appointed Ron Ryan, former Colby College hockey great, to its newly-formed North Bay advisory staff Ryan was named to all New England and all East squads for three consecutive years.

ELDON ANNOUNCES 3 ADDITIONS TO WATER GUN LINE FOR '62

Three 1962 additions to Eldon Industries' water gun line have recently been unveiled by the Hawthorne, Calif., manufacturer.

Knickerbocker Plastics, long one of the nation's leaders in water gun sales, was absorbed by Eldon in 1960. The entire water gun line has been repackaged for 1962, and to it have been added a Beretta, a Sub-Machine Gun and a Derringer.

The Beretta, an exact replica of the

World War II Italian sidearm, is a full-sized model constructed of high-impact styrene plastic and packaged in a display box. Designed in contrasting colors, the Beretta takes advantage of a powerful pump which allows shots up to 30 feet and features 300 shots per filling. Suggested retail: 49¢.

Eldon's Sub-Machine Gun, modeled after the U. S. Army's latest sub-automatic, uses a newly designed power pump to assure long, straight shots and holds 500 shots per filling. Made of high-impact styrene and designed in contrasting colors, the 16"-long Sub-Machine Gun is authentic in detail. Six guns are packaged in the attractive counter display rack, with a suggested retail price of 98¢ each.

The Derringer water pistol is modeled after the Philadelphia Derringer of 1830. It is a stubby weapon which features a "twin squirt" mechanism. The double stream shoots straight through Eldon's patented "hydro-jet" pump. Manufactured in assorted transparent colors, a dozen Derringers are packaged to each display box. Suggested retail: 29¢.

GEORGE R. THOEMING

George R. Thoeming, vice-president of Wonder Products Company, hobby horse manufacturers in Collierville, Tenn., died on January 29 at the Baptist Hospital in Memphis. Mr. Thoeming, 67, had been ill three weeks.

Born in Blue Island, Ill., he was graduated from the University of Michigan and served in the Navy during World War I. He had lived in Memphis 40 years.

He was a Mason, a Shriner, and a member of the Lumbermen's Club of Memphis and of the Rotary Club of Collierville.

During World War II, he was chief of the hardwood section of the Office of Price Stabilization in Washington, D. C.

Mr. Thoeming leaves a sister, Mrs. A. B. Copp of Noank, Conn.

Services were held January 31 at the Lutheran Church of the Redeemer in Memphis, and his body was sent to Chicago for burial in Oaklawn Cemetery.

Ford Will Co-Sponsor Model Car Racing with Aurora Plastics Corp.

Contestants race at Rich's Hobbytown, Parsippany, N. J.

In-store racing, called one of the hottest dealer promotions of all time, has attracted the Ford Division of Ford Motor Company as co-sponsor, The Aurora Plastics Corporation, announced last month.

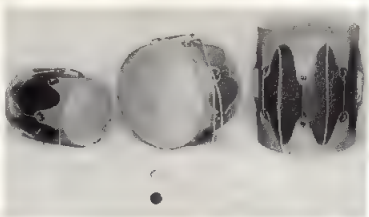
The Ford co-sponsorship adds fuel to Aurora's expectations that in-store racing will be "the most important hobby promotion of 1962." Over half a million entries are anticipated.

"The Ford-Aurora 406 Grand National Model Motoring Competition" will open on March 1. By then, Aurora advertising director Bill Silverstein estimates there will be several thousand hobby dealers enrolled in the program. Participating dealers will be supplied with an impressive array of materials—including the special "406" Model Motoring contest blueprint—with which to turn their hobby shops into racing headquarters.

Under the Ford-Aurora joint sponsorship, the contest will receive intensive backing throughout the country. A heavy advertising program in newspapers and magazines has been scheduled to break in April. In addition, dealers will be supplied with ad mats for local use and with banners, streamers and flyers.

The Ford-Aurora Competition is open to everyone—regardless of age or sex. Contestants driving miniature Model Motoring Fords will compete on local, state, regional and national levels for trophies and the Grand Prize—a 1962 Ford Thunderbird. The Grand Nationals will be held late in August in either Detroit or New York, and it is expected that they will be televised.

Tom-Toms at Sollmann & Whitcomb



On display in room 520 at the 200 Fifth Avenue Building in New York City, the headquarters of representatives Sollmann & Whitcomb, are the above-pictured Tom-Toms manufactured by the Nemes Toys Company, 530 Broadway, New York City. The company also produces metal Musical Drums which feature Swiss music boxes.

Left to right above is the #101 Tom-Tom, a $1 retailer measuring 5¾" by 7", the #102 Tom-Tom, $1.50, 7½" by 8¾"; and the #103 Tom-Tom, retailing for $2, 7½" by 10½'.

NEW LIGHT-ANIMATED COUNTER DISPLAY FOR I. R. SCIENCE LABS.

To introduce a complete line of Educational Science Labs featuring experiments "powered by the sun," International Rectifier Corporation now provides a 20"-by-26" counter display that commands attention and tells a complete story through back-lighted transparencies which gain animation through three-cycle flashing lights.

The full-color display immediately introduces the fact that these labs feature experiments powered by the sun through the use of space satellite-type solar cells

which convert light directly into electricity. An actual silicon solar cell case mounted to the display lights up in sequence, to familiarize the viewer with the appearance of this scientific device. The third lighting sequence illuminates a full-color transparency of the unique custom-molded circuit board, on which all the lab components are mounted, and the face of the master control panel, showing the various features, such as an indicator scope, galvanometer, push-button switches, and so forth.

This display, which is delivered completely assembled, also includes a pocket for literature and 250 copies of a full-color 3"-by-6" full-line folder, shipped with the display.

The complete display is designed in such a manner that it can straddle any one of the packaged Lab Kits for immediate exhibit in the store, or can be used as a stand-alone piece in a window display.

This display is furnished with International Rectifier's introductory Deal #EP-200, featuring a complete sampling of the all-new Educational Science Kit line. Further details can be obtained from Abner Schwartz & Company, national sales representatives, with offices at 9641 Santa Monica Boulevard, Beverly Hills, Calif., and in the 200 Fifth Avenue Building, New York City.

AURORA CHALKS UP RECORD SALES, INCOME FOR 6 MOS.

Sales and earnings of Aurora Plastics Corporation for the first half of the current year exceeded those of any previous six-month period.

Sales for the first six months of 1962 came to $4,711,842, compared with $2,-863,721 for the same period last year. Earnings were $251,384 for January-June, as against $89,190 for that half-year period in 1961.

Belle Telle Talking Doll Reported Ringing up Sales for Effanbee

Bernie Baum, president of Effanbee Doll Company, Inc., is enthusiastic over the strong trade and consumer acceptance accorded their newly-introduced Belle Telle Talking Doll. Designed to offer a distinct innovation in the field of talking dolls, Belle Telle is more than a mere doll—it is actually a combination doll and telephone fitted with a specially designed electronic mechanism that enables the doll to realistically simulate a lively telephone conversation.

Belle Telle is an 18" doll with a rooted hair wig and is modishly costumed in the Effanbee quality tradition. The left hand is ingeniously sculptured to hold the telephone.

Mr. Baum states that test sales in leading department stores resulted in 100 per cent sell-outs and immediate, substantial reorders, indicating Belle Telle's strong appeal as a Christmas promotional item. Effanbee is lining up an aggressive campaign for the introduction and promotion of Belle Telle in prominent stores throughout the country early this fall and right through the holiday season. The complete Belle Telle Doll and Telephone combination has a suggested retail price of $15.98.

As a companion promotional doll, Effanbee is also currently offering Suzy Sunshine and "My Baby." This combination set consists of a cuddly 14" infant doll with hand-painted eyes, rooted hair and a crying voice, plus her big sister "Toddler," an 18" doll with rooted hair and moving eyes, together with a trimmed rocking bassinette, 17" by 15" by 11". The bassinette comes completely set up and the entire ensemble is packaged in a parcel post mailer carton to retail profitably at about $20.

Mr. Baum invites his many buyer friends to visit Effanbee's showroom in the Toy Center Building, 200 Fifth Avenue, New York City, to see these new Effanbee creations, which are now in production for prompt delivery.

Superior's Circus Printing Set

Realistic circus parades and three-ring circuses can be created with this new printing set from Superior Marking Equipment Company, 1800 Larchmont Avenue, Chicago. It is one of a line of 10 printing sets and four printing presses made by this concern.

The Circus Printing Set offers printing stamps and pre-printed stand-ups of wagons, billboards, posters, animals and circus people. Other parts of the set include three paper rings in which the circus acts (animal training, clowns, elephant march, and so forth) can be set up. Also supplied is a ruler and box of assorted crayons.

TOY NEWS — NEW TOYS

- *New merchandise*
- *Selling aids and catalogs*
- *Appointments and elections*
- *Manufacturers' promotions*
- *Plant and management news*
- *Fixturing and display products*

Kenner Supplementing Doubled TV Budget with Jump in Print Advtg.

Checking ad layouts, l.-r: ad agency president Leonard Sive; Bob Steiner of Kenner; and Robert Reimenschneider of "Look."

Kenner Products Company has previously announced the doubling of its television advertising budget to a total of $2,000,000 for 1962. Announcement has now been made by Joseph L. Steiner, vice-president in charge of sales, that the company intends to greatly expand its use of consumer print media as well. Plans call for a page in full color in Look, doubled space in Parents' Magazine, and heavy use of consumer catalogs

Mr. Steiner estimates the total circulation to be reached by their print media this year will total more than 30 million families, with a readership considerably larger than that

Kenner's print campaign will be concentrated in the fall, with the Look full-page spearheading the program in the December 4th issue. Look's total audience is estimated at more than 28 million, with a high percentage concentrated in homes with children of toy-buying age Kenner will use its print campaign to create confidence in their brand name and to talk, in parents' terms, with parents of potential users, and buyers of their Bridge and Building Sets, Give-A-Show Projectors, and other items in its line including the new Motorized Home Workshop with seven power tools.

Parents' Magazine will play a dual role in the campaign. Its circulation will of course be exposed to Kenner advertising but its seal of commendation will also be carried on the packages of many items in the Kenner line, including: Kenner's Motorized Home Workshop with seven power tools, the Scottie Bagpipe, Flintstones Building Boulders, Kenner's Motorized Hit 'N Run Baseball, Kenner's Give-A-Show and Super Show Projectors, the new Banjo-Matic, the Building Set line, the Play Drill, Nursery Mobiles and the Color-Go-Round

BACK IN 1933

"The Jig Saw Murder" was a mystery story containing, within a well in the back of the book, an intricate 200-piece puzzle giving the solution to the murder.

BUDDY L SPRING-SUSPENSION "LET'S PLAY MILKMAN" TRUCK

On display at the Henry Katz Organization showroom at 200 Fifth Avenue, New York City, in company with other Buddy L miniature vehicles, is the herein-shown #5490 Milkman Truck.

For youngsters with a penchant for "playing milkman," this truck, made of

steel with a poly grille guard and no-mar tires, comes with 14 large polyethylene milk containers. The latter are white with red caps, while the truck itself is cream-colored.

Measurements of the truck, which features Buddy L's well-known spring suspension construction, are 14¾" in length, 6½" in width, and 6" in height

Individually corrugated, the Milkman Trucks are shipped in standard packs of six; the weight per dozen is 39 pounds.

OVERSIZE DISNEY KALEIDOSCOPE IN PRODUCTION AT STEVEN MFG.

Now being made in a new, larger size is the Steven Manufacturing Company's Walt Disney Jumbo Kaleidoscope.

Featuring a turning head and bright colors and decorated with pictures of

Mickey Mouse, Donald Duck, and Pluto, the kaleidoscope is over 11" long. Countless designs are visible when the head of the tube is turned. The ends are plastic.

Packing on the item is 12 per carton weighing 5¾ pounds.

MERRY MFG. REPORTS SALES WELL AHEAD IN '62 TO DATE

During the first seven and a half months of 1962, Merry Manufacturing Company sales "have soared substantially ahead of last year's figures," showing gains in every category, according to Louis R. Farber, vice-president in charge of sales. And, he adds, this was accomplished after consolidating four major lines, including 48 items, into two major lines with 42 items.

The Cincinnati firm is 1,179,996 units ahead of the comparable period in 1962 Mr. Farber stated. August sales alone show a 20 per cent increase

Merry management attributes the increase primarily to these factors: striking new package design, stronger emphasis on fewer items, introduction of a wholly new greeting card with toys line, and unusual cooperation by suppliers.

Package design has always been a major forte of this progressive company, who pioneered many of the pilfer-proof techniques now almost universally used.

The current lines' packaging has proven to have exceptional sales-appeal My Merry Play Sets include a unique purse-style container; My Merry Glamour Cases are suitcase cosmetic kits. deluxe Cosmetic Cabinet has shelves and drawers to store more than 30 of the make-believe cosmetics included. All packaging is full-color, leaning heavily to child-appealing pastels

By stocking a limited number of staple items, the dealer is enabled to concentrate Merry promotional efforts.

My Merry Greetings, self-contained children's gift greeting cards, with three or more miniature toys as an integral part of each birthday or get-well card, were introduced late this spring. Reported to be the first cards distributed through toy marketing channels, they are said to have enjoyed immediate dealer response and gained wide consumer receptiveness. Original production quotas have already been doubled, it was stated.

DISNEY EXPECTS 75 STATIONS WILL CARRY THE MOUSEKETEERS

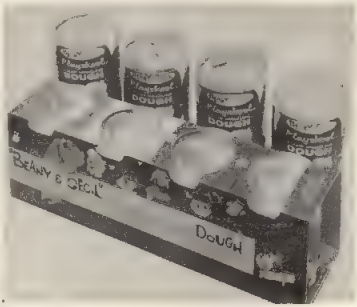
Walt Disney's "Mickey Mouse Club." which is said to hold the all-time high rating record for a children's TV show, will reach more viewers in local TV syndication than it did originally on 88 network stations.

Sales to 57 television stations throughout the country put the "Mickey Mouse Club" within reach of 94.7 per cent as many homes as 88 stations did on the ABC network when the program first got started in October 1955

A contributing factor is the increase of 13 450 000 U S television homes between October 1955 and July 1962. In October 1955, the 88 stations covered 89 3 per cent of the country's 33,350,000 television homes for a total potential of 29,960,150 homes.

The 57 stations put Walt Disney's "Mickey Mouse Club" within the reach of 28 375 900 homes which account for 57.9 per cent of the 49,000,000 U.S. TV homes. It is expected that the number of stations will be at least 75 by the time the show starts in September

Beany & Cecil Cookie-Cutter Lids With New Modeling Dough 4-Pack



TV's newest cartoon characters, Beany and Cecil, are now presented as cookie-cutter lids in Playskool's newest four-pack of color modeling dough.

Stock item #0409 in the Chicago concern's extensive line, the Beany and Cecil Four-Pak contains four basic colors, yellow, red, blue and green for creative modeling and color-blending. The material can easily be shaped by hand or rolled out and cut with polyethylene cookie-cutter lids of Beany, Cecil, Captain Huffenpuff and Dishonest John

Absolutely clean and non-toxic, the Playskool modeling dough will not stick to hands, clothing or furniture. The colors can be mixed until the desired color is obtained. After a drying period of one or two days, the dough can be sanded, filed or carved and then, if desired, decorated with crayons, water, oil or poster paints.

Twelve Four Paks are shipped to a case, the shipping weight of which comes to 28 pounds.

Standard Plastic Has Doll Case And Wardrobe for Chatty Baby

Mattel's Chatty Baby doll now has her own doll-case and wardrobe, a new number manufactured by Standard Plastic Products, Inc., Plainfield, N. J.

Made of vinyl, the case bears four-color screen illustrations of the doll and has a matching lining, hangers, accessory drawers, and a contrasting candy-striped garment bag. Also featured are matching plastic handles and hardware.

The #700 Chatty Baby Doll Case-Wardrobe, completely washable, comes in blue or pink and is packed four to a carton; shipping weight comes to 15 pounds.

Suggested retail on the number is $3.98

Three New Games Unveiled by Cadaco-Ellis

A fast-action pitching game, a board game simulating adventure in the Stone Age, and a mystical fortune-telling board are three new items to be unveiled at the Toy Fair by Cadaco-Ellis, 1458 Merchandise Mart, Chicago.

The pitching game, Lucky Loopy, (shown above) features three reversible panels mounted on a metal rod. On one side the panels make up a picture of a Mexican boy riding a burro; the reverse side shows the same boy and burro riding in the opposite direction. Object of the game is to pitch sponge rubber balls against the panels, reversing them, until the entire body of the burro, as well as the boy, is turned in the opposite direction.

Skill and exercise are combined with the comic results of the mixed-up picture. The game can be played in or out of doors by the entire family and is especially recommended for party entertainment.

Three balls are included in the set, along with a scoring pad featuring bowling-type scoring and alternate rules for younger age ranges. The display box measures 16¾"-by-14¾"-by-2". Shipping weight is 2¾ pounds, the game retails at $3.50.

The Mammoth Hunt board game (also pictured above) is exactly what the name implies: a hunt by two Stone-Age youngsters, Ho and Ka, for the mighty Mammoth. Playing pieces include a bison, stags, a bear, and a saber-tooth tiger.

Designed for ages 6 to 12, the Mammoth Hunt includes the pictorial game board, playing pieces, and two travel dials, packaged in a 20"-by-10"-by-1¾" box with a shipping weight of 1¾ pounds. Its retail price is $2.

The third new game is a $1 item for teenagers and adults, the "Mystic Zodiac." The fortune-telling board is 13½"-by-13½"-by-¾" and a "reading" is obtained by dialing the date and your initials. This item, also recommended for parties, is wrapped in a clear polyethylene envelope with a self-sealing header.

Cadaco-Ellis also reports that new editions of some old favorites—All-Star Baseball, Foto-Electric Football and Spell-It are on display in their New York showroom at room 407, 200 Fifth Avenue.

NEW RETURN-TOPS FROM DUNCAN INCLUDE A SPACE AGE DESIGN

Two new $1 Yo-Yo return-tops and one 49-center have been added to the line of Donald F. Duncan, Inc., Chicago. One of the first two is a specially designed "space

age" return-top which produces a high-pitched tone simulating radio waves enroute to satellites.

The #500 Shrieking Sonic Satellite is capable of spinning at more than 1,000 r.p.m. while producing a "sound of the space age." Shown here, the two-color return-top is packaged on a multicolored card and polybagged for easy handling.

The Mardi Gras Yo-Yo (#700) is made of Tenite in a dozen festive color patterns and is reported to feature smooth spinning at high speeds. The 49c entry is the Junior Size Imperial, #450, designed to make experts out of beginners. Slightly smaller than the Professional Imperial, it is made of colorful, spoke-design, unbreakable Tenite, and uses an anchored string for positive non-slip action.

HIAA OF DELAWARE VALLEY ELECTS OFFICERS, DIRECTORS

Jack Leinhauser (Bachmann Bros., Inc.) was elected president of the Hobby Industry Association of Delaware Valley during the group's recent meeting held at Beck's on the Boulevard in Philadelphia. Mr. Leinhauser succeeds Marvin Asbell (formerly of Snellenburg's, Philadelphia).

Doris Silk (John Wanamaker's) was elected vice-president, and Henry Dubs was reelected secretary-treasurer.

Nominations for the group's board of directors were also covered during the meeting. Excluding the officers, directors elected were Don Mohr (Don Mohr's Hobbyland, Fogelsville, Pa.); William High (Photo & Hobby Center, Willow Grove, Pa.), and Matthew Sullivan (Sullivan Products).

LION MATCH HANDLING SERIES OF ED-U-CARDS MATCHBOOK GAMES

An agreement has been entered into between the Ed-U-Cards Mfg. Corporation, Long Island City, N. Y., and the Lion Match Company, whereby the latter will represent Ed-U-Cards in the field of Matchbook Games, it was announced last month by Irving Brambier, president of the toy company.

There are 12 different entertaining games in the Ed-U-Cards series of Matchless Matchbook Games, each of which is packaged in the form of a giant matchbook (without matches of course). These are checkers, dominoes, pick-up sticks, ring toss games, bowling games, jig-saw puzzles, tic-tac-toe and other board games, tricks and puzzles; and each game is self-contained, complete with game rules and spare parts. They are sold individually for a dime, or in an attractive gift package containing 10 different games for 98c.

Conceived by Arnold Arnold, the well-known industrial designer, Matchless Matchbook Games were made possible through the manufacture of automated machines especially adapted to this purpose. Made by conventional methods, they would cost more than three to four times the price, Mr. Brambier notes.

DUNCAN NOW OFFERS 4-ITEM LINE OF EXECUTIVE YO-YO'S

The Duncan Executive Yo-Yo return top, introduced last year for the first time as "the ideal gift for people with pull," has been supplemented with three companion items.

New to the line are the #695, featuring a genuine top-grain leather inlay which can be individually personalized with a full name imprint of rich gold stamping on choice of saddle tan or execu-

tive green; and #595, which has a simulated leather inlay with the words "The Boss" imprinted similarly. Continued in the line will be the #795 model, which has sterling silver "VIP" letters, and #895, personalized with handmade sterling silver initials.

All Duncan Executive Yo-Yo return tops are of solid walnut and measure 4¼" in diameter with a 38" tight-twist white cord. Each is packaged in a new and distinctive red gift box measuring 4⅝" square and 2¾" deep, and imprinted with a black band and gold-and white lettering. The legitimate Duncan coat-of-arms is also imprinted on the box and bears the legend "Disce Pati" which literally translates into "Learn To Suffer." A booklet describing the coat-of-arms is included in the gift box.

The #595 retails for $5.95; #695 for $6.95; #795 for $7.95; and #895 for $8.95. All are available from Donald F. Duncan, Inc., Premium Division, 1632 Chicago Avenue, Evanston, Ill.

FACTORY MAGAZINE AWARDS INFRARED, IR INDUSTRIES

Infrared Industries' instrumentation division plant in Santa Barbara, Calif., and its division, IR Industries, manufacturers of Crack Shot and Astro Phone have been selected as one of the nation's "Top Ten Plants" by the board of editors of Factory Magazine. The annual Factory award, an original watercolor painting of the prize-winning plant, was presented recently to E. D. Reddan, president of Infrared Industries and its division, IR Industries, Inc., in New York City. The new plant was also featured in the May issue of Factory.

BACK IN 1919

A doll was introduced with a tiny phonograph in her hollow wooden body; small-sized records played nursery rhymes, melodies and recitations.

Chimps in Twist Costumes Attract Buyer Interest; Made by Rushton

The Rushton Company, Atlanta, reports unusual interest among buyers in their new Twist Chimps, introduced as "Twist and Twisty." As their names imply the design of both toys was inspired by the new dance craze which has captured the fancy of so many teenagers and adults alike.

In this pair of novelty toys, Rushton has achieved what it believes is a fascinating new "twist" in toy designing. Each number has a colorful Twist costume and is posed in a dancing posture. Fashioned of black lofty plush, with life like vinyl faces and hands, both are smartly dressed for the occasion, in a brilliant array of felt materials with Twist ribbons and bows.

"Twist and Twisty" are available in only one 17" popular-priced size. Those interested in seeing these toys can do so by contacting one of the firm's sales offices located in New York, Chicago, and Los Angeles or by writing direct to the factory.

The Rushton Company is located at 1275 Ellsworth Industrial Drive, N. W., Atlanta 25, Ga.

Nassau Products Reports Steady Demand for 3-Piece Kitchen Set

Nassau Products Company, Troy, N.Y., represented exclusively by the firm of Levy & Fryer, Inc., 200 Fifth Avenue, New York City, reports an "unabatedly heavy demand" for its new three-piece packaged appliance set.

The unit, #5950 in the Nassau line, is designed to be a self-contained display and play piece. Included are a stove, sink and refrigerator in copper and terra cotta finish. The stove has sliding shelves and is complemented by miniature utensils; the sink operates with running water and the refrigerator holds brand-name containers.

Setting up as a three-dimensional display, the four-color, heavy-duty box reproduces a brick-walled kitchen.

NEW FISHER-PRICE GRANDFATHER CLOCK CALLED A POPULAR ITEM

The new #997 Fisher-Price Musical Tick Tock Clock has met with great favor by the trade, Fisher-Price Toys, Inc., East Aurora, N. Y., reports. A knob on the back winds a genuine Swiss music movement, which plays a "Grandfather's Clock" melody as the mechanism keeps time with a "tick-tock, tick-tock" sound.

As the music plays, a dial and minute

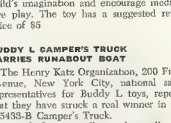
hand revolve, revealing pictures on the clock face of happy events in the child's day. Illustrations on back of clock depict hours in the day of a preschooler. A decorated wood case and an unbreakable plastic crystal and handle are assurance of its heritage-type quality, the manufacturer states. It measures 10½" high by 6⅝" wide, by 3" deep and is packed in its own attractive display box, four to a 5-pound shipper.

Fisher Price contends that this toy clock is the most instructive and entertaining ever devised for preschoolers; adjustable hour and minute hands can teach time and provocative lithograph stimulate the child's imagination and encourage meditative play. The toy has a suggested retail price of $5.

BUDDY L CAMPER'S TRUCK CARRIES RUNABOUT BOAT

The Henry Katz Organization, 200 Fifth Avenue, New York City, national sales representatives for Buddy L toys, reports that they have struck a real winner in the #5433-B Camper's Truck.

Described as an all-time best seller in



the growing Buddy L line, the Camper's Truck is an accurate scale model of the rugged steel pick-up cabin trucks so popular these days with thousands of outdoor fans. It has a high-impact plastic cabin noteworthy for many little touches of realism sure to delight young campers, such as sliding windows, hinged rear drop-steps, gas and water tanks, and whitewall "no-mar" tires. Lending added play value is an authentic runabout boat carried on the roof.

The Buddy L Camper's Truck, in common with all Buddy L trucks this year features "spring suspension," the much talked about innovation in toy truck construction that has been rolling up added popularity for the entire Buddy L line.

COLORFORMS UNDERTAKES BIG TV DRIVE FOR SUMMER SALES

There will be no summer doldrums for Colorforms, according to Ogden Kniffin, advertising manager of the New Jersey toy concern. Colorforms states it is scheduling the biggest summer tv advertising and promotion campaign in its history, with the theme "Take Along Colorforms" for trips, camps or country.

In addition to its regular 52-week schedule on the CBS-TV "Captain Kangaroo" program, on 173 stations, Colorforms will blanket the New York area with 21 additional spots each week on TV stations WNEW and WPIX. These spots will appear on WNEW on shows such as "Sandy Becker," "Fred Scott's Cartoon Playtime" and "Just for Fun" and "Wonderama," with Sonny Fox. On WPIX Colorforms spots will be between "Bozo," "Three Stooges," "Yogi Bear," "Superman," "Popeye," "Dick Tracy," and "Rocky and His Friends." Many of these are tied in with Colorforms' line of plastic stick-on toys.

Extensive point of sale displays and dealer promotion will back up this advertising, Mr. Kniffin advises.

DOUGHBOY PERSONNEL HEAD APPOINTED VICE-PRESIDENT

Thomas E. Koop, director of personnel for Doughboy Industries, Inc., New Richmond, Wisc., has just been named a vice-president. M. Koop, who has been with Doughboy since 1957, was formerly associated with Northwest Orient Airlines in that company's personnel department. For three years he was with the NWA labor relations department and for four years

Thomas E. Koop

he was manager of the airline's Orient Region covering the Far East.

A native of Brainerd, Minn., Mr. Koop was educated in the schools of that city and at the College of St. Thomas in St Paul; the University of Minnesota; and Georgetown University in Washington, D. C.

He is a graduate of the St. Paul College of Law and received his law degree and a membership in the Minnesota State Bar Association in 1950.

Nat'l BBB Advises Toymakers

THE FOLLOWING "memo" was sent out on June 14 by the National Better Business Bureau, Inc., to a comprehensive list of toy manufacturers:

"It has been brought to our attention that some toy manufacturers plan to abandon the use of list, pre-ticketed, or stated prices in toy advertising and selling and to substitute therefor such expressions as – 'Sells for less than ——dollars' or 'Sells for under ——dollars.'

"We have been asked whether there would be any possible criticism of this method of pricing toys. We believe that there would be no objection to such an expression as 'Sells for less than $15' if the going price of the toy in the trade area in which the advertising appears is a few cents less than $15. It is our belief that this expression will be interpreted by the public to mean that a toy so advertised usually and customarily sells for a few cents less than $15 and that it therefore conveys substantially the same meaning as such terms as a 'list price' or a pre-ticketed price, or as any stated price.

"We further believe that if a toy advertised as 'selling for less than $15' widely sells at prices substantially less than $15 in the trade area in which the advertising occurs, such pricing representation has the tendency and capacity to mislead and deceive and is therefore unethical and dishonest. In addition we believe it also is in violation of the Federal Trade Commission Act.

"Since it is virtually impossible for toy manufacturers to establish that items advertised on television and in other media have a 'usual and customary price' in any trade area, or to know with certainty that there will be any single price for an item, we recommend that advertised prices – either in the form of stated price, 'list price,' 'suggested list price,' 'preticketing,' 'sells for less than' expressions, or otherwise, be avoided.

"We urge the toy manufacturing industry to avoid substituting one form of deceptive pricing for another and to correct the problem of toy pricing by avoiding any term or expression which has the tendency or capacity to mislead."

(Signed) *K. B Wilson, president*

WEINER MAKING DESKRITER DESK-BLACKBOARD NUMBER

Registered under the name of "Deskriter," the #650 Blackboard and Pegboard Combination Desk has been introduced by the J. L. Weiner Company division of Kalamazoo Sled and Toys, Inc., 844 Crosstown Parkway East, Kalamazoo, Mich.

One-inch O. D. chrome-plated steel tubing legs and seat back rest accent the school-desk type construction. A deep pegboard-bottom box and an applied Perma-

Slate finish writing surface and rail to prevent chalk from rolling off are other features. Each Toddle Line Deskriter is packaged one per carton in handsomely-designed carry-out containers. The Deskriter includes chalk, an eraser, a package of pegs, and a mallet.

F. Earl Martin, president of Kalamazoo, has also announced the appointment of the Robert M. Barnes Company, Inc., 725 Hibernia Bank Bldg., New Orleans 13, as exclusive representatives for the Toddle Line of play and educational toys, along with Kalamazoo's Champion sleds and discs, for Louisiana, Arkansas, Texas and Oklahoma

MATTEL TO PARTICIPATE IN SPONSORSHIP OF "DISCOVERY"

Mattel, Inc., Hawthorne, Calif., on June 13 announced a participating sponsorship in "Discovery," a new half-hour, youth-oriented television program which will make its debut this fall.

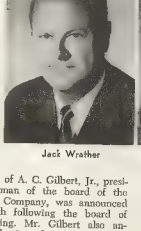
Clifford W. Jacobs, Mattel vice president-marketing, said the company has scheduled a once-a-show commercial segment on "Discovery," Monday through Friday, beginning October 1, on the full ABC-TV network.

"Discovery," which will cover the entire spectrum of children's interest, was created for ABC-TV by Jules Power, who for 12 years has worked exclusively in children's programming and whose programs have won a long series of national television awards

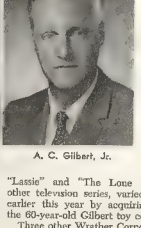
This new television sponsorship, Mr. Jacobs pointed out, will augment Mattel's regular and continuing full sponsorship of its own national network show on ABC-TV, "Matty's Funnies with Beany and Cecil."

Additionally, he pointed out, Mattel products will receive increasingly heavy exposure on television during the 13 weeks prior to Christmas. The company has scheduled $5.7 million in advertising for this year in behalf of its products nationally.

Gilbert Elected Board Chairman At Meeting of Directors in June



Jack Wrather



A. C. Gilbert, Jr.

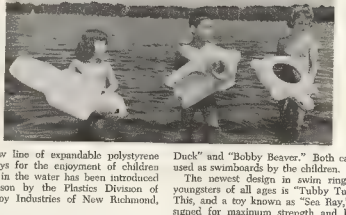
The election of A. C. Gilbert, Jr., president, as chairman of the board of the A. C. Gilbert Company, was announced late last month following the board of directors meeting. Mr. Gilbert also announced the election of Jack Wrather as a director and as chairman of the executive committee.

Mr. Wrather is president of the Wrather Corporation, one of the nation's largest ownership-management organizations in the recreational and entertainment industries. The Wrather Corporation, which owns the Muzak Corporation; Disneyland Hotel; Stephens Marine, Pacific Coast boat builders, and produces and markets "Lassie" and "The Lone Ranger" and other television series, varied its interests earlier this year by acquiring control of the 60-year-old Gilbert toy company.

Three other Wrather Corporation executives were also added to the Gilbert board of directors, increasing it from nine to 13 members. They are Monte E. Livingston, vice-president and general counsel for the Wrather Corporation; William L. Quinlan, Jr., vice-president of Wrather's Electronics Division; and Edward D. Tisch, vice-president and treasurer at Wrather

Mr. Wrather, Mr. Quinlan, Mr. Tisch and Mr. Gilbert were elected to the executive committee

Expandable Polystyrene Foam Toy Line Brought Out by Doughboy



A new line of expandable polystyrene foam toys for the enjoyment of children playing in the water has been introduced this season by the Plastics Division of Doughboy Industries of New Richmond, Wisc.

A king-size swimming board with a unique viewing port is known as the "Scuba-Scope" and is ideal for scanning the lake, pool or ocean bottom. It retails for $9.

In the $4 price bracket are the "Flying Duck" and "Bobby Beaver." Both can be used as swimboards by the children.

The newest design in swim rings for youngsters of all ages is "Tubby Turtle." This, and a toy known as "Sea Ray," designed for maximum strength and buoyancy, sells for $3.

Completing the line is a "Polariscope," which can be used for games, parades and sporting events. It is made of lightweight, shock-resistance foam plastic and has a retail of $2

JUNIOR LEAGUE "AMERICANA" KIT WITH 3 BASEBALL FIGURES

For rainy-day activity or during the off-season, aspiring big leaguers are expected to welcome the Junior League hobby kit. This kit, one of a series called "Americana," made by Bachmann Bros., Inc., 1400 E. Erie Avenue, Philadelphia 24, provides hours of rewarding recreation.

Combining the interest of a relaxing

educational hobby kit with the excitement of a real-life baseball scene, the Junior League kits figure to appeal to everyone over six years of age. Each kit comes complete with plastic interlocking parts, paint pellets, painting fluid, a brush, paint-by-number instructions, and a simulated baseball diamond as a base.

Retailing for $1.98, this kit depicts a heated debate between the catcher and umpire over the call on a pitch. The opposing batter seems unconcerned with the whole affair.

ART CRAYON AND SUBSIDIARY BOUGHT BY BALTIMORE FIRM

The Art Crayon Company, Inc., of Pennsylvania and New York, together with its subsidiary, American Artists' Color Works, Inc., of Pennsylvania and New York, in business for over 40 years, has been purchased by Arts & Crafts Materials Corporation, a Baltimore corporation.

The companies will now operate under the new names of Sargent Art Materials, Inc., New York, and Sargent Manufacturing Corporation, Hazleton, Pa., as wholly-owned subsidiaries of Arts & Crafts Materials Corporation.

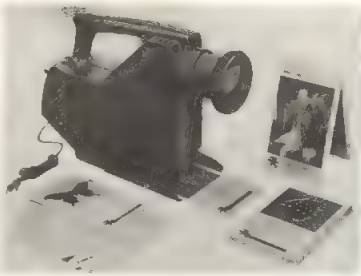
Both companies will continue under their present management, headed by president and founder Mack Lester. Mr. Lester will join the Arts & Crafts board of directors.

The Sargent companies, which market their products nationally under the "Sargent" trademark, continue as leaders in the manufacture of color materials for fine arts, schools, and commercial fields.

Sargent's plant and laboratories occupy space in excess of 130,000 square feet in Hazleton, and the companies maintain warehouses in Toronto and Los Angeles. Sargent Art Materials has its sales office at 200 Fifth Avenue, New York City.

Sargent products carry the "Certified Products" (CP) seal that indicates unqualified acceptance by educational institutions. Among other new products recently introduced by the company is a new water-base "All Surface" poster tempera color.

Brumberger Project-A-Scope Kit Designed for Education and Fun



The accompanying 291 deluxe Project-A-Scope Kit, a product of Brumberger Sales Corporation, 34-34th Street, Brooklyn 32, N. Y., which magnifies and projects Flash Cards, is designed for lectures, study, classroom, and "just plain fun."

Each kit includes three sets of Book of Knowledge Flash Cards, a flash card changer, 36" vinyl wall screen, and an attractive carry case box. Absorbingly entertaining, this handsome projector is housed in sturdy, high-impact, heat-resistant plastic and casts sharp giant-size enlargements in brilliant color on the vinyl wall screen.

The three sets of flash cards include famous people, sea shells, as well as butterflies and moths, and can be used for fun while learning quiz games. Various other objects such as photos, drawings, coins, documents, and so forth, and can be enlarged for diversion or study by children, students, artists, etc.

The Project-A-Scope operates on 110 volts AC-DC and is packed 12 sets to the master carton, with a shipping weight of 30 pounds. Suggested retail price for the complete kit is $9.95. Gabriel Brothers, 200 Fifth Avenue, New York City, are displaying the entire Brumberger line.

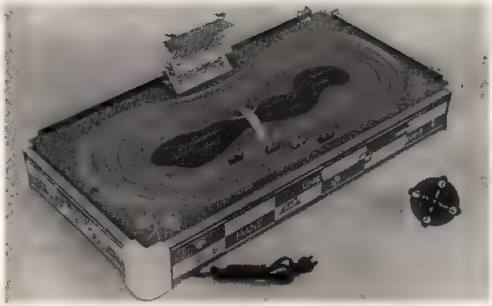
TV Star Art Linkletter to Present Commercials on Gotham's Hockey

Gotham Pressed Steel Corporation is putting strong TV promotion behind their unique Electric Slide Action Hockey game, a $15 retailer with a sturdy all-steel frame, Eddie Gluck, president, announced recently.

Art Linkletter will present the commercial for Gotham's highly realistic pro-action electric hockey game. Gotham's Linkletter show participation will run for 13 weeks, beginning September 1.

"The action of Gotham's Slide Action Hockey game in which players glide, slide, twist and turn in exactly the way real-life hockey stars do makes this electric game ideal for TV promotion," Mr. Gluck commented.

This sturdily constructed game has a magnetic puck, a goalie who moves in and out of the goal area just as he does in a real hockey game, and live-action bumpers for fast action play.



Pro-Action Electric Speed Way [#G-980] has names of famous racing courses on sides.

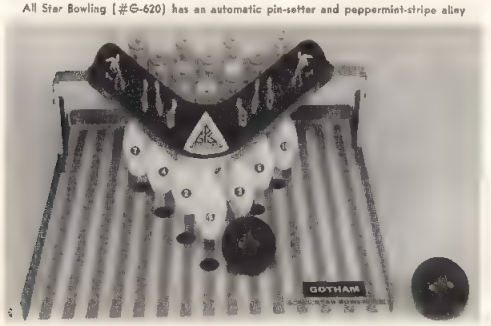
New Styling Gives New Look To Gotham Pressed Steel's Racing and Bowling Numbers

Decorative new styling gives a dramatically different look to the Electric Speed Way Game which will be introduced at the Toy Fair to retail at $9.95 by Gotham Pressed Steel Corporation.

Gotham's new Pro-Action Speed Way Game, taking its style from the company's successful NFL Electric Football Game has the emblems of famous racing centers inscribed around the game board, providing a highly decorative note that is expected to appeal to race fans. A stadium also has been added to heighten the atmosphere of realism. An entirely different track design has been developed by Gotham to speed up racing action.

An eye-catching peppermint stripe alley dramatizes the appeal of the newest version of Gotham's All Star Bowling Game, which will be introduced at the Fair to retail at $5.95. This fast-action game has an automatic pin-setter that merely needs to be flipped to set up the pins. A highly-decorative wrap around, depicting bowlers in action and illustrating modernistic versions of bowling pins against a dark background, is another special feature of this product's distinctive new styling.

All Star Bowling [#G-620] has an automatic pin-setter and peppermint-stripe alley



G-E ADDS SHORT-WAVE RADIO, ELECTRONICS LABORATORY KITS

The fascination of short-wave radio plus basic knowledge of modern electronic circuits and assembly methods are offered in a new construction kit by General Electric. A transistor short-wave radio, with a high degree of selectivity, is one of two electronic kits which GE is adding to its line of educational projects. The second is an Intermediate Electronics Laboratory listing for $19.95. These were shown with seven other Educational Project Kits in the company's line at the Hobby Industry Association trade show in Chicago.

The short-wave radio kit, model #EF-150, with a list price of $29.95, makes a receiver with operating characteristics that are unique even by professional standards. As with other GE Educational Projects, emphasis is placed on teaching the fundamentals of transistor electronics.

With the short-wave set, all broadcasts within the 6-to-18-megacycle band are available. The youngster can listen to international broadcasts; public service broadcasts such as police, sheriff, weather, and air-to-ground communications; and amateur radio broadcasting. Furthermore, the set can be switched over to give the student a chance to monitor and learn the international Morse code.

General Electric's short-wave radio kit has a printed circuit chassis, and soldering is used in its construction. As a safety precaution, solder with a very low melting point is provided. The soldering iron supplied with the kit is the type which is commonly employed in children's woodburning kits.

In testing the radio, GE engineers found it has operating characteristics which surpass those of many conventional AM radios in terms of sensitivity (50 microvolts on voice) and selectivity (3.5 kilocycles). "CW" sensitivity is rated at 5 microvolts.

Five transistors and three pre-aligned I.F. transformers are used. To provide the degree of station selectivity needed for short wave, vernier tuning with 12 to 1 ratio is specified.

The complete #EF-150 kit includes all parts for the radio, 35 feet of long-wire antenna, solder and a soldering iron, an earphone, detailed instruction book, standard short-wave log, broadcast band spectrum chart and timetable of international broadcasts. Battery requirement for the kit is six volts, supplied by four standard "D" cells.

The unique "see-through" packaging that won recognition for General Electric's educational projects last year has been retained in both new kits. This packaging becomes part of the finished product and gives it the durability needed so that it can be enjoyed for many years.

All parts used are standard and easily replaceable. Satisfactory operation is warranted by General Electric.

With the Intermediate EL-40 laboratory kit, the student performs experiments ranging from the basic to the complicated. Radio-receiver and transmitter circuitry is learned; amplifiers, oscillators and switching circuits can be studied. All necessary tools are included in the kit, according to the manufacturer.

FLIP-TOP "BEANY-COPTER" COMBINATION TOY-HAT NUMBER

Youngsters now may literally "flip their lids" without losing their tempers, thanks to a new novelty "Beany-Copter" toy made by Mattel, Inc., Hawthorne, Calif., toymaker.

The "Beany-Copter" is a live-action replica of the distinctive headgear worn by Beany, the little-boy hero of the weekly television cartoon show, "Matty's Funnies with Beany and Cecil," sponsored nationally by Mattel on the ABC-TV network.

The new toy is a plastic beany cap that

fits all size kids, with a ruggedly constructed lightweight rotor—or copter—on top that winds up and, when triggered by the tug of an attached cord, detaches and flies high in the air—a novel way in which a youngster may blow his top.

Each "Beany-Copter," emblazoned with the likenesses of Beany and his mythical pal, Cecil the Seasick Sea Serpent, comes with two safe poly copters, and each has a secret message hideaway to enchant young imaginations.

Suggested retail price of the "Beany-Copter" is $1.25.

LINE OF GOLDEN DOLLS INTRODUCED BY JOLLY TOY

Children can now increase their enjoyment of the ever-popular Golden Books by playing with doll reproductions of the storybook characters. This innovation—a "read and play" item—is a creation of Jolly Toys, Inc., New York City. They have gone to great lengths to produce dolls as they appear in the Golden Books and to capture the very spirit of the entertaining stories.

A spokesman for Jolly Toys, Inc., stated "For a long time we've been inspired by the delightful Golden Books and recognized that the subjects would make extraordinarily appealing dolls. We therefore decided to make arrangements with the Golden Press to obtain rights to produce dolls that would bear the Golden Book name. In developing this idea, we decided to carry it one step further by designing a package that would include a Golden Book and a matching doll, beautifully costumed exactly she appears in the book. The unusual eye-appealing package resembles a giant Golden Book. When opened, it reveals the book and a Golden Book Doll."

"Big L" Ad Campaign Planned by Lowell; Stress TV-Show Games

The Lowell Toy Mfg. Corporation has embarked on a year-round advertising promotion program said to be the most extensive in the firm's history. The theme of the entire program is "The Big L."

A major part of the heavily-budgeted effort, according to Herb Diamond, Lowell president, will be devoted to games based on popular television shows—games said to duplicate the action and excitement of the TV originals. These include "Your First Impression," "Window Shopping," "Surfside 6," "Price Is Right," "Ripcord," "77 Sunset Strip," "Truth or Consequences," and "Sea Hunt." One of Lowell's most successful games of this kind is "Jan Murray's Charge Account," which is regularly exposed every day on the network program of that name.

A campaign of large-space national advertising is projected for Look, Sports Illustrated, The New York *Times* Magazine, Parent's Magazine, The Chicago *Tribune*, Holiday, Esquire, Boy's Life and The New Yorker. Ads will feature names of retail outlets as an added selling aid for dealers.

Also included in the campaign will be Lowell's new oversized magnetic-action games—Red Riding Hood, Pinocchio, Stagecoach, Robinson Crusoe and Skoop, shown above, which according to early reorders have generated widespread buyer interest.

Corollary promotional material includes point-of-purchase displays, radio and TV scripts, direct mail and publicity.

For further information and the new full-color "Big L" catalog, contact Lowell Toy Mfg. Corporation, 1074 Brook Avenue, New York City 56.

Die Cast Plane, Ford Tractor, Power Shovel Added by Hubley

New from the Hubley Mfg. Company, Lancaster, Pa., this year are a trio of die-cast metal toys that the manufacturer anticipates will have quick sales appeal.

One, a $1.98 retailer, is the #881-P Fighter Plane, based on a World War II prototype. Light but durable, this plane is 11" long with a wingspread of 13"; it has black wheels and a revolving propeller. It is packaged one per box, 12 pieces per carton.

The #901 Power Shovel has a suggested retail of $2.98 and is composed of an orange cab and shovel, a black body and realistic rubber treads. It is 13" long, 9" high, and is shipped 12 to the carton.

At $4.98 retail is the third of these new items, the #309 Ford 6000 Tractor, 12¾" long, 7¾" high. Colors are red and gray, with black rubber wheels.

Farm Set includes Pick-Up Truck, Stake Body Truck, Farm Trailer, mares, colts and cows. Full unit retails at $11.98.

Eight New Toys in '62 Ny-Lint Line

Ny-Lint Tool & Mfg. Company, Rockford, Ill., will be going to this year's Toy Fair with eight new toys added to their quality line of real-action scale models. In addition, the company will embark upon a new program of selling, merchandising and advertising activity to promote this expanded line.

New products include a streamlined, modern Pick Up Truck priced at $2.49. A wrap-around windshield and back window, as well as vent-effect side-windows, add to the sleek appearance. Deep-tread whitewall tires, chrome hub caps, and sturdy all steel construction add appeal. Other features include a permanent trailer hitch and snap-action tailgate. This toy has the popular baked enamel finish which is said to add beauty and realism to all Ny Lint toys.

Two new sets will be shown for the first time at the Fair. A new Construction Set consists of four toys. All are scale models, and termed as rugged in construction as their big brothers. The heavy-duty Dump Truck has hours of play appeal with its full-action dump. The authentic Cement Mixer turns and tilts by the operation of two cranks. A streamlined Pick-Up Truck with a permanent trailer hitch pulls a scale model Box Trailer, to complete the equipment needed by the small contractor. The price is $9.98 per set.

The second new set is the authentic Ny-Lint Farm, complete with animals and all the equipment required to haul them. The authentic scale models include a Pick-Up Truck, Stake Body Truck, and Farm Trailer, as well as mares, colts and cows. The entire unit comes packed in a scenic display to give added sales punch. Retail: $11.98.

These, and the other Ny Lint toys are all of heavy-gauge steel construction with smooth edges and a high gloss baked enamel finish.

Another new Ny-Lint toy for '62 is a replica of the Beverage Trucks used by Pepsi Cola bottlers all over the world. It has a scale Ford C-600 Cab, and comes completely equipped with simulated miniature Pepsi cases and a handtruck for deliveries. Featured are white sidewall tires with chrome hub caps. List on the item is $5.98.

With boating and camping rapidly growing more popular as a family fun, the new Boat, Trailer and Camper is expected to be a top seller. The Snipe sailboat really sails, and has a movable center board and steerable tiller and rudder. It rides, when it's out of the water, on its specially-built, all-steel, detachable boat trailer. The boat and trailer are pulled by a Pick-Up Truck on which is mounted the new high-impact Camper. This unit lists at $4.98.

The Pick-Up Truck and Camper are available as the model #5300 Custom Camper, selling for $3.98. A replica of the real-life, full-size home on wheels, it has windows that slide, a door that opens and closes, steps that are retractable, and an overcab compartment. The Pick-Up has a durable all-steel cab and body, with rich, high gloss baked enamel finish, deep treaded whitewall tires, chrome hub caps, and a permanent trailer hitch.

Two new construction toys in the Ny-Lint Line for '62 are the Dump Truck and the Ny-Lint Truck and Cement Mixer. The Dump Truck can carry and dump heavy loads of sand, dirt or gravel. A simple lever action easily raises the body for dumping, and can be locked in dump position for spreading. A snap action locks and unlocks the tailgate. This accurate scale model lists at $3.98.

The Truck and Cement Mixer consists of the Dump Truck described above and Ny-Lint's scale model Cement Mixer that really works. Two sturdy hand wheels operate the tilting and turning of the Mixer. Both units have whitewall tires and chrome hub caps. They list at $5.98.

In addition to these outstanding new toys, Ny-Lint continues to make many other authentic models which have reportedly been increasing in popularity over the years. All product edges are carefully rounded to remove the risk of inflicting even minor cuts.

Ny-Lint will display during the Toy Fair in rooms 614-615, Hotel New Yorker, and room 118, arcade, 200 Fifth Avenue.

FTC ISSUES ORDERS AGAINST MILTON BRADLEY AND EMENEE

In separate actions, Milton Bradley Company and Emenee Industries have been ordered by Federal Trade Commission hearing examiners to stop discriminating among competing customers in paying promotional allowances. These are not final decisions, as they are subject to possible review by the Commission.

Examiner Joseph W. Kaufman, who issued the Bradley order, followed a pattern he had set in previous proceedings against toy manufacturers in having his order cover preferential payments for catalog or other printed publication advertising only. He made no reference to television or other non-print media.

Examiner Raymond J. Lynch cited cases and decisions in other industries when he issued a broad cease-and-desist order against Emenee prohibiting discriminatory promotional payments for advertising in any and all kinds of media, including TV.

Structo Producing Realistic Steel Models of Roadbuilding Equipment

Boys, and girls, too, are reported to be entranced by the realistic features of the new heavy-gauge steel working scale models of roadbuilding equipment made by the Structo Mfg. Company.

Above, youngsters explore the unique live-action outrigger stabilizer. One hand wheel controls the raising, lowering, loading and unloading of the bucket. The second hand wheel raises and lowers the boom. Both the boom and bucket revolve 360 degrees. The crane has white sidewall tires, a windshield with wipers, side-view mirrors and air horns. At the right is a dump-truck whose hydraulic cylinder raises and dumps the body when a lever is compressed. The realistic "Detour Road Closed" sign adds to the fun.

Villains Sought by "Dick Tracy" Catchable in New Selright Game

Hemlock Holmes, Joe Jitsu, Flattop, BB Eyes, Pruneface and other well-known Dick Tracy characters are all on hand in a new detective-theme board game from Selchow & Righter, Bay Shore, N. Y.

The game, which may be played with as many as five players, imitates a lively chase through streets and alleys, the villain trying to escape with the stolen loot while deputies pursue him to regain it.

The "Dick Tracy" game board is 18½" square; five stand-up playing pieces, a sturdy spinner dial, and loot cards representing cash, jewelry, bonds, furs and so forth are included. The colorful boxes are packed 12 to a carton with a shipping weight of 25 pounds. Retail price on the game is $3.

PINOCCHIO, LUDWIG VON DRAKE CARD GAMES IN RUSSELL LINE

Tuned to capitalize on the re-release of Walt Disney's movie "Pinocchio," and on the TV audience ratings of Disney's "Wonderful World of Color" with Ludwig Von Drake, the Russell Mfg. Company, Leicester, Mass., has introduced Pinocchio and Ludwig Von Drake card games.

The Pinocchio game, #153-13, ideal for

four people, children or adults, tells the story of this famous little character in cartoon-strip form, four cards to each strip. Ten different strips are to be completed, the players drawing from the shuffled pile.

Russell's Ludwig Von Drake, #153-12, is a comical card game of jumbled sentences which any number may play. With all cards dealt, the dealer reads the beginnings of sentences by the Professor. Each player in turn completes the sentences by reading one of the four funny phrases printed on each card in his hand.

All cards are "slip-ez" finished and packed in a tear-tape, cello-wrap box.

Twelve games (six of each) come to a box, 12 boxes to a shipping carton. The retail price is 29¢ per game.

MALLS, PLAQUE CRAFT HAVE NEW NAME: GENERAL CRAFTS

It has been announced that General Crafts Corporation is the new name of two former companies which operated under the names of The Malls Company and Plaque Craft, 3031 James Street, Baltimore 30. The former companies were, in combination, one of the leading manufacturers of a wide variety of do-it-yourself crafts distributed throughout the United States and practically all parts of the world.

The new corporate name has become necessary "because the old one does not fit any longer," stated Herman P. Malls, president. "Instead of one line, we now produce a greatly broadened line of crafts, and our policy is to continue on this basis."

Other officers of General Crafts, which has adopted "the sparkle of originality" as the theme of its expanded 1962 sales program encompassing many new items, are: Samuel D. Berlin, vice-president and general manager; and Richard Falk, vice-president in charge of sales and marketing.

General Crafts manufactures such branded products as Picturesque mosaic crafts, Plaquette, Collage-by-Number, Pebblette, Scroll Art, Stouette and several new crafts now being introduced.

Award Given to New Orleans TV Emcee by Shushan-King for Toys

Mr. Gould presents certificate to TV's "The Great MacNutt."

Wayne Mack, New Orleans television personality, who presides as "The Great MacNutt," master of ceremonies on WDSU-TV's "The Three Stooges" receives, above, a Certificate of Honorary Citizenship from Ernest Gould, program director of the New Orleans Recreation Department on behalf of A. L. Shushan Jr., vice-president of King for Toys Division of Shushan Bros. Company, Inc., New Orleans toy distributors, and Edmund A. Gress, president of Stoker Engineering Company, Tacoma, Wash., manufacturers of Hi Sticks.

Two participants in the NORD summer program, Paul Bassett and Paula Kiefer were awarded bicycles as first prize winners in the citywide NORD-Hi-Sticks contests held at more than 25 NORD playgrounds, recreation centers and day camps during June and July. Several thousand children participated in the playground elimination contests, which produced 50 finalists who took part in the finals staged as one of the events of NORD Playday at Pontchartrain Beach, the mammoth lake front amusement park that's located in New Orleans

Polaris-Firing "Barracuda" Sub

A giant Atomic Submarine appropriately christened the "Barracuda" is one of Remco Industries' featured toys for fall and Christmas selling this year.

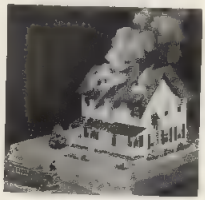
Listing at $13.98, the submarine noses ahead on concealed wheels when the periscope is raised. Other action features are twin propellers that turn, a flashing red "nuclear" reactor signal, and a warning chime that rings in the engine room. The Barracuda's armament includes four torpedos "at the ready" and four Polaris missiles which are automatically fired into the air.

The sub's transparent deck allows the youngsters to see the complete interior workings, all built to scale. Manning the ship are four officers, four frogmen (with raft) and 16 sailors.

Not a water toy, the Barracuda operates on four "D" batteries, which must be purchased separately.

RENWAL PRODUCTS MAKING NEW HO ASSEMBLY KITS

Renwal Products, Inc., noted especially for the Visible V-8 and the Visible Man, are now marketing a new group of assembly kits that should appeal to all HO buffs. This new series of HO Trackside Accessories operates on remote control. These easy-to-assemble kits are scaled as



precisely and faithfully as the Visible series.

The series consists of four HO Trackside Accessories. House Afire consists of a house that appears to burst into flames with smoke billowing from its charred roof while a fireman sprays it with a continuous stream of water. A Gantry Crane with a three-lever switch reproduces every motion of a real crane. The cab rotates 180° and the bucket, interchangeable

with an electromagnet, can be raised and lowered, opened and closed. There is also a Two-Way Coaling Station with automatic loading and unloading operations, included in this kit is a set of 20 graduated piers. The Bridge & Pier Set has 28 graduated piers, a girder bridge and flexible girders to support the track from pier to pier in authentic railroad style.

The HO Trackside Accessories will retail as follows: House Afire, $9.95; Gantry Crane $12.95. Two-Way Coaling Station, $9.95, the Bridge & Pier Set, $2.98.

UPPER MIDWEST SALES REP NAMED BY GERBER PLASTIC

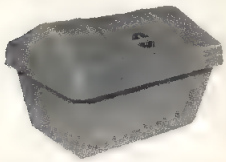
Gerber Plastic Company, Fremont, Mich., a subsidiary of Gerber Products, St. Louis, has announced the appointment of the D. S. Bagley Company, centrally located between the Twin Cities at 2651 St University Avenue in St. Paul, as its sales representative.

Don Bagley and his associate, Arthur Erdall, will be covering Minnesota, North and South Dakota and the western part of Wisconsin.

TWO BOATS, TREASURE CHEST FROM COLUMBIA PLASTICS CORP.

Three new items are featured in the 1962 line of Columbia Plastics Corporation, 5515 W. 104 Street, Los Angeles, known for their molded products of high-quality linear polyethylene.

The "Angelino" is being introduced as the "King of the Kompacts." It is a compact boat, approximately 4' long by 2' wide, of semi-catamaran design, molded



of durable, non-corrosive linear poly with sleek lapade styling. The "Angelino" has dozens of practical uses in the backyard and on the water. For one, it can be easily fitted with the optional vinyl sail kit for a junior size boat which includes a mast, sail, and rigging and asssembly instructions.

The "Scotty" is a 5-foot boat which will support up to 175 pounds, the manufacturers state, and has exceptional stability because of catamaran design. Molded of unbreakable non-corrosive linear polyethylene, this boat may be used in the home pool or as a surfing toy at the beach. An optional sail kit is available

Columbia Plastics also introduces the Treasure Chest (illustrated here), a toy and utility chest molded, in gleaming coppertone finish, of linear polyethylene with simulated wood grain planking and nailheads. This chest is jumbo size, measuring 32" by 24" by 20", and has a novel sliding hinge allowing easy removal of the lid.

Columbia Plastics' line also includes the C-Gull and the Islander, outrigger canoes, and the Sea Horse, now available in three different forms, the Wade and Spade pool; the Snow-sled and Snow-saucer; and a Pirate Kit which contains a hat, cutlass, and spyglass

DUNCAN V-P HEADS RECENTLY FORMED NEW-PRODUCTS DEPT.

John I. Duncan, vice-president of Donald F. Duncan, Inc., manufacturers of the Duncan Yo-Yo return top, has been named to head up the newly-created product development department of the Evanston, Ill., company. The new responsibility will be in addition to his regular duties.

"Considerable stress will be placed on this long-range new product program which we believe to be the most important new development in the 33-year history of the company," said Donald F. Duncan, Jr., president, in making the announcement.

"The Duncan company will continue to place full emphasis on national sales of its Yo-Yo return top," he added.

BACK IN 1917

Krazy Kat dolls in college colors were popular with the "Rah-Rah boys and their girls."

Rushton Making Toy Versions Of "Lariat Sam" Characters

'Lariat Sam'

"J. Skulking Bushwack"

The Rushton Company, Atlanta, has announced the introduction of four new toy versions of star performers on "Captain Kangaroo's" new animated cartoon attraction, featured each weekday on the CBS television network. "The Adventure of Lariat Sam" is the title of this new, "mild West" production.

A unique feature of the new toys is the realistic manner in which the Rushton Company has interpreted the personalities of these fictional characters. In each of these toys, Rushton has suggested, in life-like fashion, the good and bad qualities of each character just as they are revealed on the TV screen

Lariat Sam is the cowboy star of the show. He represents all that is good in the West, is fearless, has tremendous self confidence and the strength of 10 ordinary men.

Tippytoes is Lariat Sam's wonder horse He is internationally famous, has traveled the world, and been actively involved in several South American revolutions. Tippytoes has many accumplishments, speaks several languages, reads poetry, means etc., and is devoted to virtue and honesty in the same way as Lariat Sam

Badlands Meeney is the villian, interested only in the art of doing wrong. He works hard at being bad and continually challenges Lariat Sam because Sam is the epitome of good taste, fair play and positive thinking.

J. Skulking Bushwack is an incompetent cohort and "yes-man" for Badlands Meeney. He has no morals and is always looking for an easy way to become rich.

Each of these cartoon characters is artistically fashioned of the finest quality rayon, plush and felt materials. Each is individually designed to captivate the millions of children who follow the episodes of these unusual and captivating television personalities.

These toys from the CBS film, together with many other new and original creations, are on display at the Rushton Company's permanent New York sales offices, 432 Fifth Avenue Building.

CRISLOID OFFERS DISPLAY ASSORTMENT OF 4 GAMES

Crisloid Plastics, Providence, R. I., has announced the addition of four new games to their line. These are packed one dozen assorted in a new full-color "silent salesman" display only 9" by 12". Four different games, three each of a Throw & Bowl game, three each of the challenging Throw & Add game, three each of an exciting

Las Vegas Slot Game, and three each of an educational Alphabet Game are packaged in their own colorful plastic "throw cups." These are storage containers for easy retention, yet are designed for pilferproof impulse selling.

A new catalog sheet, giving pricing information and detailed individual game descriptions, and an attractive "sell-on-sight" display are available from the manufacturer, Crisloid Plastics, Inc., Porter Street, Providence, R. I.

DISPLAY DEAL FOR WESTERN HATS IS AVAILABLE FROM NEWARK FELT

Newark Felt Novelty Company, 30 Jelliff Avenue, Newark, N. J., is offering a sturdy and colorful aisle merchandiser featuring four-dozen felt Saddle Horn Western Hats

The hats, each with an embroidered

crown, notched plastic binding, chin-cord and slide, are prepacked in three colors and three sizes. The display, designed to produce impulse sales, occupies only 24" by 10" of floor space.

A catalog and prices are available from the manufacturer upon request

TWO CALIFORNIA CONCERNS APPOINT MILT GREY ASSOCIATES

Pennant Electronic Corporation, of Beverly Hills, Calif., with factories in Lowell, Mass., and Brooklyn, N. Y., and Craig-Panorama Company of Los Angeles have appointed Milt Grey Associates to be their national sales and marketing representatives.

Headquartered in Beverly Hills, Pennant manufactures a line of low-priced amplified phonographs in the $19.95-$89.95 retail price range. The new line, to be introduced at the Toy Fair, features a low-priced "Sing-Along" phonograph. This four-speed model comes equipped with a microphone enabling the user to sing along with the record.

The firm also manufactures a quality line of power packs for HO gauge trains and road racing sets.

Craig-Panorama produces a line of transistorized electronic products including a four-transistor battery-powered portable tape recorder and a six-transistor and two-transistor radio.

Both firms will be completely serviced on a national basis by the Milt Grey Associates, Inc., organization of 21 salesmen and the headquarters staff in Beverly Hills. The company provides design, packaging, marketing, promotional and public relations services in addition to national sales, Mr. Grey stated.

Milt Grey Associates maintains a permanent showroom for all clients—including the L. M. Cox Mfg. Company, and Mantua Metal Products, Inc.—in room, 420, 200 Fifth Avenue, New York City.

Harmonic Reed's Monorail Train With Baggage-Loading Platform

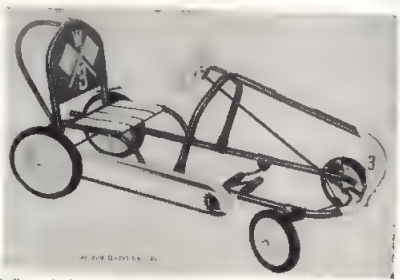
A new idea in toys that is expected to delight any play-minded youngster is Harmonic Reed's colorful Monorail Train Set. Battery-operated, the monorail train runs over two hours on one D-cell battery on an elevated single rail track.

A unique feature of the set is a baggage-loading platform from which small mail bags can actually be loaded on the train or discharged at the flip of a finger. The youngster can control this loading and unloading as the train is in motion by merely operating a lever which in one position will discharge baggage and in another will allow the baggage to be picked up by the train

The set comes complete with a monorail mail tram, 9 feet of track, six track supports, a baggage platform and mail bags (battery not included). It is packed in a brightly-printed corrugated display box.

Additional information can be obtained from the manufacturer, the Harmonic Reed Corporation, whose factory is located in Rosemont, Pa.

"Jet-Rod" New Stelber Go-Cart



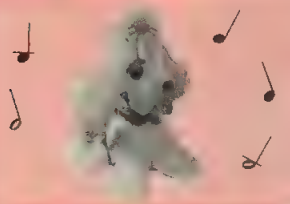
The Stelber Cycle Corporation announces the production of a new chain-driven go-cart to be called the "Jet Rod" Stelber claims this to be the fastest chain-driven, auto-type vehicle ever produced for youngsters. It is a big 50" long and constructed of heavy 1" tubing. A large comfortable seat is supported to insure maximum safety and comfort. As a further safety measure the youngster is seated inside the frame work of the car, not astride it. The unit provides for full adjustment, to accommodate youngsters from 3 to 8. A positive hand brake makes for easy stoppage. Large steel disc wheels and semi-pneumatic tires provide a comfortable ride. The unit is finished in brilliant red with white black and yellow trim

It is reportedly priced to sell in the same range as pedal drive units. This item may be seen at the company's permanent showroom, at subway level, room 10 at 200 Fifth Avenue, New York City.

NEW HOT

STUFFED ANIMAL

FAVORITES



THEY'LL ALL BE

THERE

AT THE NEW

TOY FAIR

September 17-18-19
200 Fifth Avenue Bldg.
Room 555

TOY COMPANY

Playskool and Gesell Institute Join in Toy-Testing Program

Thomas H. Grimes

Art Taylor

In a mutual effort to determine and improve the value of toys in the growth and development of the preschool child, an association between the Gesell Institute for Child Development and Playskool Research has been established for the testing of toys. The consultive association was announced jointly by Dr. Frances Ilg, director of the Institute, and Thomas H. Grimes, director of Playskool Research, at a well-attended press conference held last month at the Hampshire House in New York City.

A panel session moderated by Arthur Taylor, marketing coordinator of Playskool Mfg. Company, included Dr. Ilg, Irene A. Scatliff, director of the Gesell Nursery School, New Haven; Philip O. Chillingworth, toy merchandise representative for Associated Merchandising Corporation (AMC), and Mr. Grimes, who in addition to his work as director of Playskool Research is also vice-president for marketing, research and development at Playskool Mfg. Company.

The testing program that will be embarked upon by the Gesell Institute and Playskool Research provides for the evaluation of toys for factors of safety, materials and construction, child appeal, adult appeal, visual and play value, and sex and age suitability.

Preschool children themselves will play an important role in the tests. Playskool toys for testing will be placed in the Nursery School of the Gesell Institute, and the children's reactions to the toys in informal play situations observed and noted by the director of the school.

In addition to these practical laboratory tests, the toys will be evaluated by Institute staff members who are experts in child behavior and development.

The results of the total review will then be discussed with members of Playskool Research and constructive suggestions incorporated into the future production of Playskool toys.

"We are not only interested in the educational value of a toy," Dr. Ilg stated, "but also in the enjoyment value of the toy by itself and in combination with others."

She pointed out the vital role that parents should play in the selection and use of toys by young children.

"All too often good toys go unused because parents have been uninstructed," she said. "Parents also need help in the selection and management of toys.

"For many years Playskool has been a leader in the toy field, both in ideas and quality. It is with genuine interest that we at the Institute are reviewing their toys from a developmental or growth point of view."

The association marks a major step in the continued field-testing of toys conducted by Playskool Research. Among its other associations for field-testing have been the National Education Association, the Parents Institute and the Association for Childhood Educational International.

"Our work with the famed Gesell Institute represents a new and significant effort by Playskool to create toys which can make a real contribution to the physical, mental and emotional development of a child," Mr. Grimes declared. "The preschool years are the most rapid period of growth in one's entire lifetime. Toys are the tools with which a child learns and develops, and we at Playskool believe they deserve the increased and conscientious attention of parents, educators and manufacturers."

The Gesell Institute of Child Development, New Haven, Conn., was founded in 1950 to continue the work of the Yale Clinic of Child Development. A non-profit organization, it carries on research and clinical work in the field of child behavior.

Playskool Manufacturing Company, headquartered in Chicago, Ill., was established in 1938 and specializes in the manufacture of toys for preschool children.

BACK IN 1930

Public acclaim over zeppelin flights inspired the introduction of a silver-finished toy balloon zeppelin complete with a lithographed cardboard mooring mast, as well as a two-foot-long metal zeppelin strong enough for a child to sit on.

BANTAM-LITE MAKING TIMELY JUNIOR ASTRONAUT FLASHLIGHT

With astronaut after astronaut orbiting the globe, a timely new (69¢ retail) item is the Junior Astronaut Flashlight from Bantam-Lite, Inc., 135 W. 27 Street, New York City. It's bubble-packed on a four-color king size card (8½" long by 4" wide) which makes it pilfer-proof.

The Junior Astronaut Flashlight is decorated with a dramatic authentic picture of an astronaut ready to "go" and an explosive illustration of a rocket on take off.

When the side switch is pressed, the top flips up and the flashlight lights.

The item comes complete with a standard battery, Westinghouse lens-end bulb, and handy golden chain for looping to a belt or bag.

NEW DINKY TOYS ITEMS BROUGHT OUT BY MECCANO

Meccano, Ltd., Liverpool, England, has announced several new Dinky Toys product releases, including a two-tone Ford Capri, a turquoise-and-white scale model of the overseas Ford coupe manufactured by the British Ford Company.

Fitted with windows, seats, steering wheel, four-wheel individually-suspended

wheels and finger tip steering, the car has a $1.15 retail price.

Other models new from Meccano include a Dinky Toys ABC-TV Transmitter Van, with detachable cameraman and TV camera; a 15-piece Road Maintenance Personnel set for scale model layouts; a set of eight figures comprising Service Station Personnel; and a Road Repair Warning signs set. Retail prices range from $2.25 for the TV Transmitter Van to $1.35 for the Road Maintenance Personnel set, $1.05 for the Service Station set, and 89¢ for the Road Repair signs.

AMSCO'S MAGIC BOTTLE SETTING FAST SALES PACE IN TV AREAS

Sales figures to date on the American Metal Specialties Corporation's Pet Milk Magic Bottle have been "sensational," according to Stanley Harfenist, sales pro-

motion director.

The Magic Bottle, he states, has proven appeal for both boys and girls. It realistically dispenses "milk" to a doll or stuffed animal or can be used simply as a demonstration in "magic." The trick is that it refills instantly when placed upright. Its contents are non-toxic.

A $1 retailer, the Magic Bottle made its TV debut in Philadelphia recently. "In a six-week TV promotion there," Mr. Harfenist points out, "almost 150,000 units were sold. Of this, more than 40 per cent were sold through variety, drug and supermarket chains. Now on TV in Boston, Milwaukee, Pittsburgh and Washington, D.C., the item is recording similarly phenomenal sales. Slated for a summer TV push in Seattle, to greatly expanded World's Fair crowds, the promotion will then move to Los Angeles, New York, Minneapolis-St. Paul, St. Louis, Hartford, New Haven and other key markets throughout the country.

BACK IN 1920

A new Snow White doll was "based on a character enacted by Marguerite Clark in a photo-play enjoyed by millions of people."

BARBIE PLAY OUTFITS MADE WITH NEW BEN COOPER KIT

A "You Be Barbie" kit for little girls 4 to 10 years old has been introduced by Ben Cooper, Inc., 254 Thirty-sixth Street, Brooklyn 32, N. Y.

The number, which is on display at the

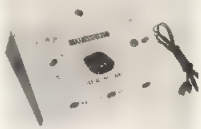
Cooper showroom (264) at 200 Fifth Avenue, New York City, has the necessary 16 finished components for making up eight complete and distinctive Barbie play outfits. There is no sewing involved in the projects.

The kit, together with instructions, is packaged in a simulated luggage carrying case.

NEW KF POWERPACK HAS COAST AND BRAKE ACTION

Recently introduced by KF Industries, Inc., 230 W. Dauphin Street, Philadelphia 33, is the herein-shown #CB-62 HO powerpack.

The new pack offers coast and brake actions which, in turn, automatically allow trains to slow to a gradual, realistic



stop or come to a dead halt. The slowing occurs when the pack's speed control is turned to "off"; braking is accomplished by pushing a built-in brake button. KF's #CB-62 can also be used for standard operation.

Other features of the new powerpack include: a new push-button circuit-breaker with a red overload light; new-type rheostat speed control, lighted yellow power indicator; an accessory outlet; a fixed DC outlet for racing car sets; one-amp output, a reversing switch, and a high-polish, copper-finished, slope-front "control panel" cabinet.

Suggested list price on the item is $17.95.

BACK IN 1920

Two baseballs made up the head and body of "Fan-ie," the baseball doll which was popular both as a child's toy and a home team mascot.

Toy Ass'n Counsel Refers Mfrs. To 2 Recent FTC Decisions

ABERMAN & GREENE, New York City, general counsel to the Toy Manufacturers of the U. S. A., Inc., sent out the following bulletin last month to the membership of the Association:

"Two recent Federal Trade Commission decisions dealing with the use by manufacturers of suggested retail prices are of tremendous importance to the industry.

"In one case, the Commission ruled that a manufacturer (*Editor's note: Reference is to the Regina Corporation*) violated the law *by supplying its retailers* with suggested retail or list prices which were not the usual or customary prices at which the products were sold in the particular trade area. The Commission held that by this practice the manufacturers had placed in the hands of retailers the means by which they could mislead and deceive the purchasing public by comparing the suggested retail price with the actual lower selling price. While the decision took pains to reaffirm that a manufacturer has a right to use or distribute suggested retail or list prices, it held that it *may not distribute a fictitious* retail or list price—which in the opinion of the Commission is a list price that is not the usual and customary retail price in the area. This means that a manufacturer may not distribute a suggested retail price *to his retailers* or mark his product with a price unless the product is actually and regularly sold at that price throughout the selling area. The decision would seem to apply to *magazine, newspaper, television* and *catalog* advertising which contains or mentions a price.

"In another case, the Commission held that a retailer (*Editor's note: Reference is to Gant Food, Inc.*) had violated the law by using comparative pricing, such as "Mfr. List $10.00, Our Price $7.00."

"The Commission held in both cases that such practices are deceptive advertising in violation of Section 5 of the FTC Act. The language and scope of the Commission's decision is so broad that manufacturers should review their price lists, order blanks and invoicing practices to insure that they contain no language which may be construed as a suggested retail price for any of their products.

"While the decision does not reach the practice of issuing price lists to dealers which contain a list price less a discount, manufacturers should examine their price lists so that the list prices contained thereon cannot be construed as a suggested retail selling price.

"These decisions will probably be appealed to the Courts. In the meantime, they reflect the Commission's policy and these practices may very well be the subject of intensive investigations and proceedings by the Commission."

(*Editor's note: A memo from the National Better Business Bureau on the subject of list pricing in the toy industry appears on page 102 of the July* PLAYTHINGS.)

COMPLETE BREAKFAST SET Pay Only 4.44

49-PIECE BREAKFAST SET

'Poppy' percolator really perks water without heat—when placed on "hot plate"! Uses 2 "C" batteries (not incl.) Pours from spout. Toastmaster toaster pops up the "toast." Plus Maxwell House coffee can, Downyflake waffle box, Butterworth syrup bottle, box of Domino sugar. Plastic sugar bowl, creamer. Four each servings of "toast," "waffles," "bacon and eggs," 6-in. plates, cups, saucers, knives, forks, spoons.

87 9767 A—Set. Shpg. wt 2½ lbs....Only 4.44

Lights up when beaters revolve!

Pay Only 1.97

TOY FOOD MIXMASTER

Realistic mixmaster will delight all little "bakers"—looks just like Mom's, and it really works! Mixer tilts back on its base. Removes from base to become a portable hand mixer for quick mixing jobs. Powered by two "C" flashlight batteries (not incl.)—mixes at a slow safe speed and won't hurt child's hands. With mixing bowl, two metal beaters. Controlled by on-off switch. 6½ in. high. Imported from Japan.

87-0691 A—Shpg wt. 1 lb.....Pay Only 1.97

"ELECTRIC PERK" SET

Pay Only 3.33

42 PIECE MIRRO "ELECTRIC PERK" SET

Aluminum set includes toy coffeemaker with cord, cake tray and cover, cake server, relish dish, chip n' dip tray, blue-finish platter, cappertone cookie can and set of 3 graduated canisters. Plus 4 each 4½-in. plates, cups, saucers, sauce dishes, knives, forks, spoons, and napkins.

87 9775 A—Set. Shpg wt 1½ lbs Only 3.33

COOK AND BAKE SET

Pay Only 2.63

21 PC. MIRRO ALUMINUM COOK BAKE SET

Bakes, fries, roasts, boils! Pressure cooker and lid, double boiler, sauce, muffin, angel cake, square cake, round cake, pie, bread pans; canister; roaster, fry pan, cookie sheet, mixing bowl spoon; measuring cup, spoon 4 cookie cutters. Plastic handles

87 2531 A—Set. 1½ lbs . Pay Only 2.63

TEA AND COFFEE SET

Pay Only 1.93

54-PIECE MIRRO TEA COFFEE SET

Complete tea and coffee service for six in lightweight, unbreakable aluminum. Six each: 4½-in. plates, cups, saucers, sauce dishes, knives, forks, spoons, napkins. 4-cup covered percolator—tea pot with lid, creamer-sugar set, chip-n-dip set, cake knife.

87-2523 A—Set. 1 lb.....Pay Only 1.93

Barbie

Pay Only 2.27

696 GMC

39-PIECE "BARBIE" TEA SET

Delightful service for six captures the mood of "Barbie"! Plates and saucers decorated with poses of "Barbie" in her high-fashion clothes. Six each: 5-in. plates, saucers, cups, knives, forks, and spoons. Also tea pot, sugar bowl, creamer. In colorful break-resistant plastic. Perfect any-occasion gift!

87-3372 A—2 lbs. .... .. Pay Only 2.27

Pay Only 2.57

12-PIECE KITCHEN WARE SET

Everything little kitchen helpers need! Includes sauce pan, fry pan, sauce pot, coffee pot with lid, tea kettle. Pans have copper-tone bottoms. Utensils include potato masher, two spatulas, fork, spoon, soup ladle. Hanging rack. Polished metal. Imported from Japan. A "homemaker's" dream set!

87-0345 A—1½ lbs .... Pay Only 2.57

MATTEL, INC. TOYMAKERS

BARBIE AND KEN GIFT SET—America's most wanted doll and her boyfriend in a single gift pack, with "Go-Together" wardrobes for both: can be combined to make dozens of Mix-N-Match outfits.
892/999 **LIST $15.00**

BARBIE DOLL ONLY—11½" teen-age fashion model.
850/200 **LIST $3.00**

KEN DOLL ONLY—12½" boyfriend.
750/234 **LIST $3.50**

All Barbie and Ken Outfits available, in open stock, also.

THIRSTEE CRY-BABY — beautiful 22" baby doll dressed in baby clothes: cries long and loud until you feed her—then she gurgles happily and drinks from life-size, disappearing milk bottle: "milk" slowly disappears, only to re-appear when bottle is righted.
2000/1199 **LIST $20.00**

Horsman DOLLS

RUTHIE AND HER WARDROBE—15" fully jointed doll with rooted hair in ponytail. Dressed for traveling in corduroy slacks and jersey sweater. But she has her bathing suit, robe, beach bag, dress, stole, and all her other vacation needs with her.
53301/399 **LIST $5.98**

NURSE NANCY — 20" tall, fully jointed, with rooted hair in curly style hairdo. Fully dressed in nurse's outfit with cap and flannel cape.
5525/399 **LIST $5.98**

PATTY—17" tall, fully jointed, with rooted hair. Dressed in a cotton slack outfit with pinafore she will walk right into any little girl's heart.
5421/333 **LIST $4.98**

LINDA—15" tall, fully jointed with long pony-tail-style rooted hair. Dressed in taffeta dress with pinafore, and panties, socks, and shoes.
5332/267 **LIST $3.98**

BARBARA — 13" tall, fully jointed. In a printed cotton dress with panties, socks, and shoes. Rooted hair in brush-cut style.
5211/200 **LIST $3.00**

SNUGGLE SOFTEE — so real and life-like. Realistically styled head and face with pixie-style rooted hair. Soft, life-like chubby arms and legs. 22" tall, dressed in flannel jacket and hood, and wrapped in satin trimmed receiving blanket.
6767/533 **LIST $7.98**

FLOPSIE — soft, cuddly, practically weightless and indestructable. Rooted, pixie styled hair. 16" tall, dressed in printed flannel pajama outfit.
169/333 **LIST $4.95**

Daisy MEANS DOLLARS!

2 new Daisy toys that almost sell themselves

GREAT NOISE MAKER

DAISY #901 PAPER POPPER

Kids love it because of the loud "bang" and rapid firing. Looks and shoots like a futuristic sub-machine gun. Ammo is harmless paper . . . no caps, no fumes, no paper shreds. Colorful red and yellow finish catches the eye of every youngster.

EACH SET RETAIL $2.98

Individually packed (with plenty of ammo) in attention-getting display cartons. Shipped 6 cartons per container, total weight 8 lbs., 14 oz.

PAPER POPPER AMMO

One dozen Daisy #4330 Paper Rolls in cello bag mounted on colorful peg card. 500 shots per roll. Maximum strength for loud report. Fits Daisy Paper Popper and most others.

Each package retail 39¢. Shipped 36 packages per container, total weight 3 lbs., 8 oz.

FAST DRAWING • FAST SELLING

DAISY #7346 EARLY AMERICAN CAMPAIGNER HOLSTER SET

Makes the hard ridin' cavalry days come alive. "Spittin' Image" of the famous Colt .44 caliber 1860 Army revolver, carried by campaigners in the old West and in Civil War days. Fires caps, holds six smoke-cartridges. Genuine fast-draw leather holster with adjustable belt.

EACH SET RETAIL $4.98

Individually packed in action-illustrated display cartons. Shipped 6 cartons per container, total weight 10 lbs., 12 oz.

DAISY #3402 Gun without Holster, Retail $2.98. Individually packed in display carton. Shipped 12 cartons per container, total weight 15 lbs., 8 oz.

Daisy WORLD'S LARGEST AND OLDEST MANUFACTURER NON-POWDER GUNS AND AMMO

FEATURING

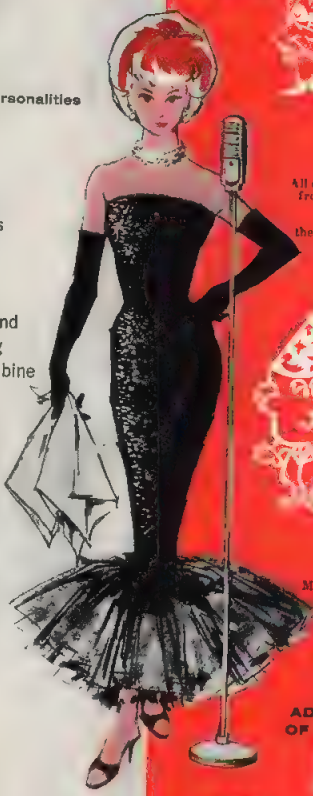
the teen-age fashion model doll...

Barbie®

and a host of top-rated TV personalities

The new Standard Line for '62 promises to set new highs in its movement **over the counter** — where it counts most.

Quality construction, colorful and tasteful decoration, outstanding packaging and display aids combine with TV names to form a line irresistible to consumer. And, they're **all** priced to do a **volume** job!

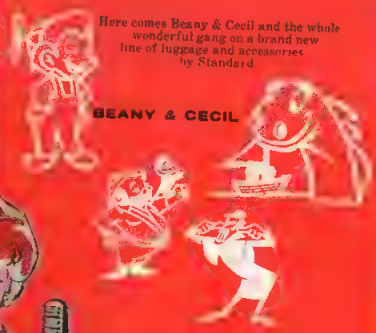


MATTY'S FUNDAY FUNNIES

In the modern TV vein Matty's Funday Funnies has brought the Harvey Characters into millions of homes. Lil' Audrey, Casper the Ghost, Herman & Katnip all featured on Standard Products.

Here comes Beany & Cecil and the whole wonderful gang on a brand new line of luggage and accessories by Standard

BEANY & CECIL



All of the many beloved characters from the original OZ Books come alive on television in full animation Standard has reproduced these delightful characters in full color on many items and many more to follow through-out the coming toy year

tales from the WIZARD OF OZ

Millions of children all over the country are being thrilled weekly by the New Adventures of Pinocchio and his companion Cricket, plus many new characters who will eventually find their way onto Standard Products this year. Be on the lookout for these hot sales builders.

the new ADVENTURES OF PINOCCHIO

STANDARD STEEL PRODUCTS

■ A new boat lift for outboards and runabouts is among the boat handling products shown by Standard Steel Products Mfg. Co., Milwaukee, Wisc., manufacturers of all-steel waterfront equipment.

The new lift, Model BSL-8, is designed to handle boats up to 2000 lbs. and up to 20 feet in length. Suspended boat cradle of heavy steel is equipped with adjustable rear saddles to fit the contour of any boat and is easily operated by a special ratchet-type winch equipped with automatic safety brake, lever release and facilities for padlocking for extra safety. Walkway on each side, 12" wide by 16', 20' or 24' long, has the Standard Steel embossed non-skid safety surface, rubber bumpers on corners, and is supported on heavy-duty telescopic leg supports readily adjustable to uneven lake bottom or fluctuating water levels. The complete unit can be easily bolted to any pier.

Standard Steel also displays latest designs in modern steel piers and accessories for lake and riverfront modernization, including floating piers, docks and marina equipment.

RICH BOARDING LADDERS

■ Light sturdy marine boarding ladders with hooks made to fit almost any gunwale are made by Howard B. Rich, Inc., Carrollton, Kentucky.

The ladder manufacturing firm has incorporated the universal hook feature in its three new series.

All are made of sturdy aluminum tubing and are light enough to float. For protection of the hull, all have heavy vinyl-covered hooks and rubber end caps. All fold into compact units.

The economy line is the two and three-step Flip Flop Series. They fold open into a ladder and fold shut, minimizing carrying and storage problems.

The two-, three- and four-step Metal Lite Series ladders have anti-skid aluminum steps and collapsible hooks and bumpers.

Also available is the Gold-A-Lite Series, a deluxe version of the Metal Lite. These have gold anodized aluminum tubing for decorative and protective purposes.

HEDLUND WATER SKIS

■ A new trick ski is a featured item among the Hydro-Flite Water Skis made by Hedlund Mfg. Co., Nokomis, Ill. Called the Hydroflite Three-Sixty, it is part of the Gold Cup line. This ski has a short length (4'6"), squared off heel, rocker bottom and is of mahogany-ash laminated construction.

The Outboard Combi is new. It is 5'9" and has a special taper so that it can be used as a regular pair or as a single slalom ski. It is part of the Trophy Line. New to the Meteor line is the Meteor Combi, a combination model. Many other models and ski accessories are offered.

VOGES COUPLING

■ The Voges coupling for inboard marine engines is a flexible self-aligning spider type designed to absorb misalignment between shaft and engine, engine shock and gear and shaft vibration. It has no moving parts, and needs no lubrication.

It can be made to fit shafts directly or adapt to existing flanges. Material other than Neoprene may be substituted where more solid torque transmission is desired. Bearing insulation makes the coupling non-conductive. With the Voges coupling, propeller shaft thrust and pull are centered by the self-aligning ball bearing, resulting in smooth torque transmission. For details, write Voges Mfg. Co., Inc., Ozone Park 17, N.Y.

LAUDERBACK SKIS

■ New in the Sea Ski line for '62 is the Galaxie, utilizing the hydroplane principle on the running surface. This is said to give easier planing and better control in high-speed maneuvers. Finish is of modified epoxy resin in brilliant white with pattern in black and gold.

A solid white ash ski of the latest banana styling has been added. Streamlining the ski are inlaid red plastic strips and a star pattern finish. All are available in pairs, slaloms, and combination pairs. The Caravelle, conventional pairs and slaloms, along with trick and jumping skis complete the Sea Ski line. Catalog and price list available from Lauderback Industries, 7533 N.E. Killingsworth, Portland 18, Oregon.

BARBOUR BOATS, INC.
NEW BERN, NORTH CAROLINA

THINKING ABOUT CONVERTING?

PLAN AHEAD with CAPITOL GEARS for smooth dependable performance, speed and unmatched maneuverability.

GET THE FACTS ON

"The CAPITOL"

MODEL 2HD DIRECT DRIVE

. . the gear designed for small diesels up to 175 h.p. and larger automotive conversions Shortest direct drive gear made. Check its many features, write

CAPITOL GEARS, INC.

(Formerly Auto Engine Works, Inc.)

331 No. Hamline Avenue • St. Paul 4, Minnesota

ATR PRODUCTS FOR MODERN LIVING

ATR UNIVERSAL INVERTERS

A.C. Household Electricity anywhere in your boat, car or plane

- Tape Recorders • TV Sets
- Dictating Machines • Radios
- Public Address Systems
- Electric Shavers • Record Players • Food Mixers • and Emergency Lighting.

MEY
6U-RHG (6 V.) 125 to 150 W. Shp. Wt. 27 lbs. $66.34
12U-RHG (12 V.) 150 to 175 W. Shp. Wt. 27 lbs. $66.34

Mr. Boat Owner: Enjoy your Tape Recorder, Record Player P. A. System, Electric Shaver, Drink Blender and other similar items in your boat with an ATR INVERTER!

Attractive style contrast Mounting under car hood

NO PRINTED CIRCUITRY

ATR BOAT, CAR TRUCK KARADIO

Excellent Tone, Volume, and Sensitivity!

Model TR-1279 - 12A for 12v Dealer Net Price $47.95
Model TR-1279— 6A for 6V Dealer Net Price $41.95

See your Marine Supplier or Electronic Parts Distributor . . . Write Factory for Free Literature.

ATR ELECTRONICS, INC.

Formerly, American Television & Radio Co.

Quality Products Since 1931

ST. PAUL 1, MINNESOTA—U.S.A.

POLORON BOATS

■ Hummingbird, a safe, lightweight, inexpensive, unsinkable, all-purpose utility and pleasure boat has been introduced by Poloron Products, Inc., New Rochelle N. Y.

Hummingbird is molded in one piece of Vacucel an expanded polystyrene, which is the unsinkable material approved by the Coast Guard for use in life rafts. Weighing only 46 pounds, the boat can be easily handled by one man. (LOA 9'2", beam 4'4").

For the fisherman, the boat is ideal. Three wooden seats accommodate four adults in comfort, a two hp outboard engine will push it along at 6 knots and the insulated compartment under the stern seat is perfect for keeping the catch fresh. The boat has a molded in centerboard trunk and mast step. The optional sail kit includes an aluminum mast and boom, 40 sq. ft. of nylon sail, centerboard, rudder and tiller.

An all-around boat, Hummingbird comes with molded in oarlock sockets, and its light weight and high riding characteristics make it a pleasure to row. The basic boat will retail for less than $100, and with the sail kit it will be under $175.

Sailing dinghy, left, from Seabright Marine, 1030 Superior Ave., Costa Mesa, Calif., is 7'1" LOA 4'4" beam and 16" draft with 46 sq ft. of sail.

JOLLY BOATS

■ S. S. Brandon Mfg. & Eng. Co., 2905 SW 2nd Ave., Ft. Lauderdale Florida, presents an all-fiberglass sailing model Jolly boat, 3'4" LOA by 4'2" beam weight about 80 lbs. Features include completely enclosed centerboard box, hollow molded rudder, two position rowing, towing bit, rubber fender, styrofoam flotation, nylon rudder gudgeons, davit fittings and aluminum spars. The 56 sq. ft. loose-footed snap-strap sail requires no stays. Up to 3 hp motor recommended. Vacuum cup suds snapped into oarlocks make her a simple cartop carrier.

Shown above is Gibbs' Rhodes Bantam

GIBBS BOAT CO.

■ The Gibbs' Rhodes Bantam, according to its builder, provides speed, beauty and stability for the racing skipper, junior sailor and family weekend sailing. Kits are available from $430 and the completed boat, constructed of fiberglass, is $865, less sails. Gibbs also builds the That Mark IV catamaran which can be purchased in kit form at $1350 or complete at $1875. Gibbs Boat Co., 6580 Morin Grove, Erie, Mich.

BURR BROTHERS

■ Burr Brothers Boats, Inc. of Marion and Mattapoisett, Mass., are continuing to build the Ford 36-footer. These cutters, according to the builder, have three attributes demanded in a boat today: sailing speed, room for family cruising, and a simplicity of rig which virtually makes them single-handers. Dimensions are 36' x 25'5" x 10'9" x 4' or 7' with the board down. Power for these boats is a 31-hp Gray Seascout engine. They have a sail area of 599 sq. ft. and are priced at $23,661.

Jolly boat, right, is designed for rowing, sailing or outboarding.

PLAY LIKE THE Big Leaguers ...HAVE FUN

[1] 2-PLY BASKETBALL SET. Official size and weight laminated rubber ball. New Orange cover with Black seams. Valve-type bladder. 3/8x18-inch goal with net and brackets. Inflating needle included. Mailable.
Z52 J 8375W. Shpg. wt. 9 lbs ...Set 4.44

[2] 4-PLY BASKETBALL SET. Extra rugged, official size and weight Orange rubber ball. Strong rubber-impregnated twill lining. Regulation valve-type bladder. 7/16x18-in. goal with net and brackets. Needle included.
Z52 J 8378W. Mailable. (9 lbs.) Set 6.97

[3] WILT CHAMBERLAIN BASKETBALL SET by Spalding. "Wilt the Stilt's" choice. Nylon weave makes a perfectly round, incredibly tough ball. Orange "Permalite" cover gives tacky grip, aids control. Black channel seams, deep pebble-grain finish. 5/16x.8-in. steel hoop with pro-type net and brackets.
Z52 J 8370W Mailable. (13 lbs.) Set 9.27
Z52 J 8390. Ball Only. Mail. (4 lbs.) . . .6.43

[4] SPALDING BASKETBALL. Takes rough play indoors or out. Official size and weight rubber ball with easy-to-see Orange "Permalite" cover. Black seams, pebbled surface.
Z52 J 8354. Mailable. (4 lbs.) . . . 3.44

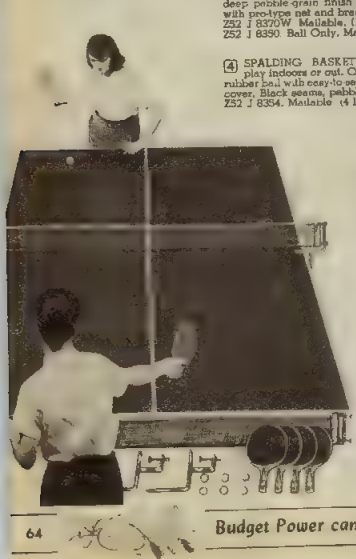
[5] FIELDER'S GLOVE. Medium size cowhide mill board and lined in leather throughout. Interlaced fingers; laced-in break; double trap. See How To Order (1 lb. 12 oz.)
52 J 7039 For Right Handed Thrower....4.66
52 J 7040 For Left Handed Thrower.....4.66

[6] 6-FINGER FIELDER'S GLOVE. Professional size—top grain cowhide. Hinged action, laced-in break; horseshoe heel. See "How To Order" below. (1 lb. 12 oz.).
52 J 7045. For Right Handed Thrower .6.44
52 J 7046. For Left Handed Thrower. 6.44

[7] FIELDER'S GLOVE. Full-sized flare design . . . cowhide leather. Ach. wool pad. Laced-in break, horse-shoe heel. Nylon stitched. See "How To Order" below. (1 lb 12 oz).
52 J 7047 For Right Handed Thrower 7.88
52 J 7048 For Left Handed Thrower ...7.88

[8] BAT, BALL SET. Rawlings bat. "Herb Score" official size ball. Horsehide cover.
Z52 J 7060. Mailable. (3 lbs.) 2.79

HOW TO ORDER BASEBALL GLOVES. If you are right handed, order right handed thrower. If left handed, order left handed thrower.



game-utility table for all kinds of fun

Official 5 x 9-ft. Size ONLY **19.95** Masonite Top

Like getting 3 tables for the price of 1. It has an official size table tennis surface yet converts to two smaller tables in a jiffy for dozens of uses

Table tennis—hobbies—model trains—banquets—card playing and homework are but only a few of its many uses. Two 4½ x 5-ft. sections form official size 9 x 5-ft. table tennis surface. 4 tubular steel double braced legs on each section, fold for storage. Two-tone Douglas fir side rails glued to top. White tape included to mark courts, net not included. Leg holes pre-drilled for easy assembly. Color: Green.

½ IN MASONITE COMPOSITION TOP. Center strut for extra strength.
MS2 J 8918. Freight. Shipping weight 90 lbs. .....Table 19.95

⅜-INCH PLY-LEVEL WOOD TOP. Regulation bounce.
MS2 J 8917. Freight. Shipping weight 110 lbs. . . . Table 24.88

½-INCH PLY-LEVEL WOOD TOP. Regulation bounce.
MS2 J 8916. Freight. Shipping weight 134 lbs. . . . . Table 32.95

DELUXE TABLE TENNIS SET by Universal. Four official size, 5-ply, rubber faced basswood paddles; laminated handles. Six tournament balls. Net adjusts to any table. Heavy duty extension brackets.
52 J 8912. Rule book included. Shipping weight 4 lbs. 8 oz. . . .Set 6.92

STANDARD TABLE TENNIS SET. Four official size 3-ply rubber faced basswood paddles. Extension brackets. 66-in. net. 2 tournament balls.
52 J 8911. Rule book included. Shpg. wt. 4 lbs. 8 oz. . . . . .Set 4.65

Budget Power can give your loved ones a Christmas to remember

BEN HUR

races his chariot to victory and freedom . . Gladiators do fierce battle in the arena

132 pieces **$7.98**

The great Roman Empire in the days of Ben Hur and Caesar unfolds before your eyes in color of historically accurate detail. The Slave Mart and Bazaar, the center of Roman life, where prisoners were chained and sold and where exotic animals and goods were sold under the arcades covered stalls.

Includes arena built that really works, 66 men, 4 chariots, each with 4 horses, harness and driver; galleries and amphitheater (about 34 in. overall) filled with Roman nobles; many other pieces, all done in rich plastic.

79 N 5985L Shipping weight 5 lbs $7.98

The Blue and the Gray

Artillery and pistol really shoot . . bunker actually explodes

260-piece set **$8.97** 200-piece set **$4.97**

One of the finest, most complete Civil War play sets ever created. Many exciting action features such as a battle of Timber that explodes when hit, an authentic looking cannon that shoots a ball, shooting metal pistol and other realistic cannon, and on the 260 piece set a rifle. Metal bullet shooting cap pistol copied after Civil War pistols. You get 54 Union and 68 Confederate troops in typical battle action poses & miniatures of President Lincoln, Grant, Lee and Jefferson Davis. Also, steel colonial man and bridge and bag emplacement; 13 horses, plus over 75 other pieces. 3-dimen complete. Figures 2¼ in. tall. All "ammo" explosive, safe. Unassembled.

79 N 5929C 260-pc. Set. Ship wt. 6 lbs. $8.97

200-pc Set ... same as set above, but fewer pieces of each kind, no pistol or mortar

79 N 5959C Shipping weight 5 lbs... $4.97

Exciting Fun-Packed Action on Wheels

MURRAY

See page 638 for bike size chart.

JUNIOR-SIZE PARK CYCLES

16-IN. PARK CYCLE
Pay Only
20.97

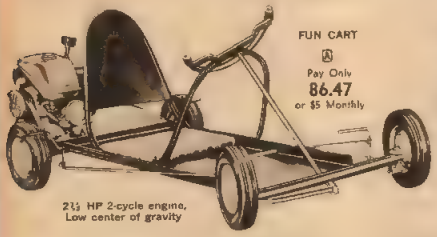
16-IN DELUXE PARK CYCLE
Pay Only
24.37

20-IN. PARK CYCLE
Pay Only
26.13

MURRAY 16-IN. JUNIOR PARK CYCLE
Sturdy removable safety trainer wheels! Removable crossbar converts frame to boys' or girls' bike. Full-length chain guard—chrome-plated adjustable handlebar with plastic grips. Adjustable metal saddle. 16 x 1¾ in. semi-pneumatic puncture-proof tires. Full ball-bearing wheels with bicycle coaster brake. Heavy-gauge tubular steel frame. Bow-formed pedals, machine spokes. Vermilion enamel finish—white trim.
85-5411 W—Wt. 35 lbs.*. Pay Only **20.97**

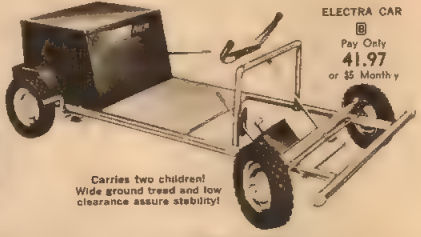
MURRAY 16" SUPER-DELUXE CYCLE
Detachable safety trainer wheels. Crossbar tank converts bike for boys or girls. Full-length chain guard, coaster brake. Spring vinyl saddle. Bow pedals, chromed fenders, adjustable handlebar—plastic grips, knuckle guards, streamers. Front, rear luggage carriers. 16 x 1⅜ in. semi-pneumatic white sidewall tires. Full ball-bearing wheels. Heavy-gauge steel frame and machine spokes. Red enamel finish, white trim.
85-5460 W -Wt. 39 lbs.*...Pay Only **24.37**

MURRAY 20-IN. JUNIOR PARK CYCLE
Strong safety trainer wheels teach beginners, detach when not needed. Removable crossbar tank to convert from boys' to girls' bike. Coaster brake. Comfortable vinyl spring saddle. Gleaming chrome-plated adjustable handlebar, plastic hand grips. 20 x 1¾ in. semi-pneumatic white sidewall tires. Red and white bow pedals. Full ball bearings. Tubular steel frame. Baked enamel flamboyant red finish with white trim. No down payment—see page 789.
85-5486 W—Wt. 42 lbs.*.....Pay Only **26.13**



FUN CART
Ⓐ
Pay Only
86.47
or $5 Monthly

2½ HP 2-cycle engine, Low center of gravity

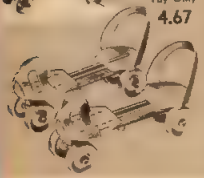


ELECTRA CAR
Ⓑ
Pay Only
41.97
or $5 Monthly

Carries two children! Wide ground tread and low clearance assure stability!

NEW NO STRAPS, CLAMPS, KEY

Expand skate, slip foot in, release and skate away!
Pay Only
4.67



NEW SLIP-ON SUPER SKATES
No straps, clamps, skate key—spring action automatically adjusts to fit any size, type shoe. All steel. Wt. 4 lbs.
85-5304 A—Ages 4 to 14.... **4.67**
85-5361 A—Ages 9 and up....4.67

Ⓐ BERBRO MARK IV ASSEMBLED FUN CART
Automatic clutch, simplified V-belt drive. 2½-HP 2-cycle gas engine—speeds to 20 mph! Foot brake, gas pedal, recoil starter. 8 x 1¾ in. semi-pneumatic tires. Enameled steel chassis, seat, back, fire wall. 40-in wheel base, 57 in. long. Shpd. from Rhode Island—allow 2 wks. for delivery.
67-0448 F—60 lbs.** No down payment... **86.47**

Ⓑ SAFE BATTERY-OPERATED "ELECTRA CAR"
Travels 3 to 5 mph! Forward, neutral, and reverse gears. Hand brake. Full steel floor 3-in. ball-bearing disc wheels, 1.75-in. semi-pneumatic tires. Uses 12-volt battery (not incl.). Welded steel—45 x 28 x 16¼ in. Shpd from Rhode Island—allow 2 weeks
67-5330 F—45 lbs.** No down payment... **41.97**
67-5314 F—With battery recharger. 47 lbs.**..49.97

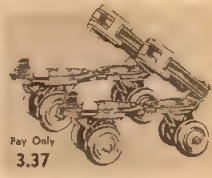
*Semi-mailable—see page 779. **Not mailable—pay shipping on delivery—allow 2 weeks.

Rubber-tired wheels
Pay Only
3.97

ZIPS BALL BEARING RACERS
1-in. rubber-tired racers—for 5 to 12 year olds. Fit any shoe—no clamps. Adjustable Neroton plastic frame. Leather ankle, toe straps—rubber ankle pads.
87-3851 A—3½ lbs.....Only **3.97**

Pay Only
1.97

ZIPEES SKATES
Lightweight skates of nylon-plastic for the youngest skater. Nylon wheels never need oil—rustproof. For beginners 4 to 7 years old. Wt 1½ lbs.
87-6045 A.....Pay Only **1.97**



Pay Only
3.37

GLOBE UNION SKATES
Sturdy steel frames with ball-bearing wheels, rubber shock absorbers. Adjustable frame, straps, rubber ankle pads, and clamps Wt. 4 lbs.
81-2842 A ....Pay Only **3.37**

Exciting Fun-Packed Action on Wheels

MURRAY

See page 638 for bike size chart.

JUNIOR-SIZE PARK CYCLES

16-IN. PARK CYCLE
Pay Only
20.97

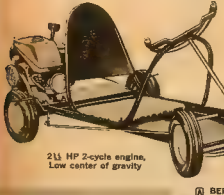
16-IN. DELUXE PARK CYCLE
Pay Only
24.37

20-IN. PARK CYCLE
Pay Only
26.13

MURRAY 16-IN. JUNIOR PARK CYCLE
Sturdy removable safety trainer wheels! Removable crossbar converts frame to boys' or girls' bike. Full-length chain guard—chrome-plated adjustable handlebar with plastic grips. Adjustable metal saddle. 16 x 1⅜ in. semi-pneumatic puncturepoof tires. Full ball-bearing wheels with bicycle coaster brake. Heavy-gauge tubular steel frame. Bow-formed pedals, machine spokes. Vermilion enamel finish—white trim.
85-5411 W—Wt 35 lbs.*..Pay Only **20.97**

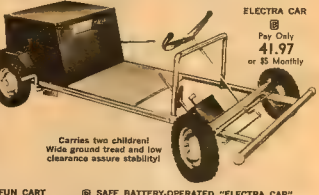
MURRAY 16" SUPER-DELUXE CYCLE
Detachable safety trainer wheels. Crossbar tank converts bike for boys or girls. Full-length chain guard, coaster brake. Spring vinyl saddle. Bow pedals, chromed fenders, adjustable handlebars—plastic grips, knuckle guards, streamers. Front, rear luggage carriers. 16 x 1⅜ in. semi-pneumatic white sidewall tires. Full ball-bearing wheels. Heavy-gauge steel frame and machine spokes. Red enamel finish, white trim.
85-5460 W—Wt. 39 lbs.*...Pay Only **24.37**

MURRAY 20-IN. JUNIOR PARK CYCLE
Strong safety trainer wheels teach beginners, detach when not needed. Removable crossbar tank to convert from boys' to girls' bike. Coaster brake. Comfortable vinyl spring saddle. Gleaming chrome-plated adjustable handlebar, plastic hand grips. 20 x 1¾ in. semi-pneumatic white sidewall tires. Red and white bow pedals. Full ball bearings. Tubular steel frame. Baked enamel flamboyant red finish with white trim. No down payment—see page 780.
85-5486 W—Wt. 42 lbs.*.....Pay Only **26.13**



FUN CART
Ⓐ
Pay Only
$6.47
or $5 Monthly

2½ HP 2-cycle engine, Low center of gravity



ELECTRA CAR
Ⓑ
Pay Only
41.97
or $5 Monthly

Carries two children! Wide ground tread and low clearance assure stability!

NEW NO STRAPS, CLAMPS, KEY

Expand skate, slip foot in, release and skate away!
Pay Only
4.67

NEW SLIP-ON SUPER SKATES
No straps, clamps, skate key—spring action automatically adjusts to fit any size, type shoe. All steel. Wt. 4 lbs.
85-5304 A—Ages 4 to 14 ... **4.67**
85-5361 A—Ages 9 and up. ..**4.67**

Ⓐ **BERBRO MARK IV ASSEMBLED FUN CART**
Automatic clutch, simplified V belt drive. 2½-HP 2-cycle gas engine—speeds to 20 mph! Foot brake, gas pedal, recoil starter. 8 x 1¾ in. semi-pneumatic tires. Enameled steel chassis, seat, back, fire wall. 40-in. wheel base, 57 in. long. Shpd. from Rhode Island—allow 2 wks. for delivery.
67-0448 F—60 lbs.** No down payment... **86.47**

Ⓑ **SAFE BATTERY-OPERATED "ELECTRA CAR"**
Travels 3 to 5 mph! Forward, neutral, and reverse gears. Hand brake. Full steel floor. 8-in. ball-bearing disc wheels, 1.75-in. semi-pneumatic tires. Uses 12-volt battery (not incl.). Welded steel—48 x 28 x 18¾ in. Shpd. from Rhode Island—allow 2 weeks.
67-5330 F—45 lbs.** No down payment... **41.97**
67-5314 F -With battery rechunger, 47 lbs.**..**49.97**

*Semi-mailable—see page 779. **Not mailable—pay shipping on delivery—allow 2 weeks.

Rubber-tired wheels

Pay Only
3.97

Pay Only
1.97

Pay Only
3.37

ZIPS BALL-BEARING RACERS
1-in. rubber-tired racers—for 5 to 12 year olds Fit any shoe—no clamps. Adjustable Norelon plastic frame Leather ankle, toe straps—rubber ankle pads.
67-3851 A—3½ lbs ....Only **3.97**

ZIPEES SKATES
Lightweight skates of nylon-plastic for the youngest skater. Nylon wheels never need oil—rustproof. For beginners 4 to 7 years old. Wt. 1½ lbs.
87-6045 A..... ....Pay Only **1.97**

GLOBE UNION SKATES
Sturdy steel frames with ball-bearing wheels, rubber shock absorbers. Adjustable frame, straps, rubber ankle pads, and clamps Wt. 4 lbs.
81-2842 A ....Pay Only **3.37**

. . at GMC's Money-Saving Low, Low Prices!

A TREMENDOUS "BIKE BUY"!

A MURRAY 26-IN. "METEOR FLITE"
- New strong "Speedweight" design!
- Built-in custom twin headlights!

New streamlined design, sturdy hydrogen-brazed frame. Deluxe coaster brake. Chrome-plated truss rods, fenders, rims, handlebar, and parking stand. New custom built twin headlights, jeweled "Aero Wing" front fender reflector, "Stimsonite" rear fender reflector Bow-type ball-bearing pedals. Roomy rear luggage carrier. Two-tone waterproof vinyl coilspring saddle. White plastic handgrips. 26 x 1¾ in. white sidewall tires with tubes. Flamboyant baked enamel finish: boys' red, girls' turquoise—both with white and gold trim. Shpg. wt. 58 lbs * No down payment—see page 789.

85-3549 W—Boys'. . . Pay Only **40.97**
85-3861 W—Girls'. . . . Pay Only 40.97

Same, but 24-in. model. 52 lbs.*
85-3879 W—Boys'. . . . Pay Only **39.74**
85-4703 W—Girls'. . . . . Pay Only 39.74

USE CREDIT COMMAND—TAKE MONTHS TO PAY!

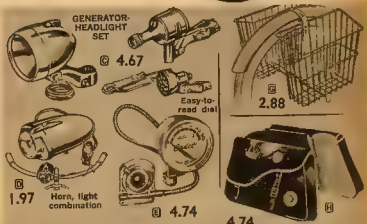
B Pay Only **48.88** or $5 Monthly

B MURRAY DELUXE 26-IN. "STRATO-FLITE" BICYCLE
- Midweight features "Speedweight" hydrogen-brazed frame!
- New sprocket spinner hub in gleaming chrome for added flair!

Quality features that really add up! Sturdy deluxe coaster brake. Chromed fenders, rims, full-length chain guard, and handlebar. Horn mounted in tank. Built-in dual headlights, custom-designed rear taillight. Wire spring-type front carrier, rear carrier with chromed rails and supports. Large reflector on rear fender. Bow-styled jeweled pedals. White plastic handgrips. Waterproof foam-padded vinyl saddle. 28 x 1¾ in. white sidewall tires with tubes. Flamboyant baked enamel finish: boys' in red, girls' in magenta both with white and gold trim.

85-5148 W—Boys'. Wt. 50 lbs.* **No down payment**. . Only **48.88**
85-5221 W—Girls'. Wt. 50 lbs.* **No down payment**. . . . Only **48.88**

*** Not mailable—pay shipping charges at time of delivery**



C to H EQUIP YOUR BICYCLE FOR SAFETY AND CONVENIENCE

(C) Generator Set. No batteries needed! Chromed 2-beam headlight, bright taillight. Power generator and instructions. Mounting hardware incl. Imported from Japan.
80-0631 A—Wt. 2 lbs. . . . . Pay Only **4.67**

(D) Horn and Light Set. Both in one chromed case—mounts on handlebar (hardware incl.). Remote horn button. Uses 2 "D" batteries (not incl.). 7 in. long. Made in Hong Kong.
80-0243 A—Set. 1 lb. . . . . Pay Only **1.97**

(E) Cadet Speedometer. Measures speeds to 50 mph, records distance to 10,000 miles. Weatherproof case, shatterproof lens. Instructions for 24- or 26-in. bikes.
80-1258 A—Wt. 1½ lbs. . . . . Pay Only **4.74**

(G) Bike Saddle Baskets. Heavy-gauge welded wire baskets are zinc-insulated. 13½ x 6 in. at top, tapering to 12 x 4½ in. at base. 3-way attachment fits any bike—hardware incl. Shpg. wt. 4 lbs
89-1655 A—Pair **2.88**

(H) Saddle Bags. Twin 11 x 9 in. pockets of heavy black canvas — waterproof, scuff-resistant. With leather straps to secure bags to bike. Wt. 2½ lbs.
80-3486 A—Pair **4.74**

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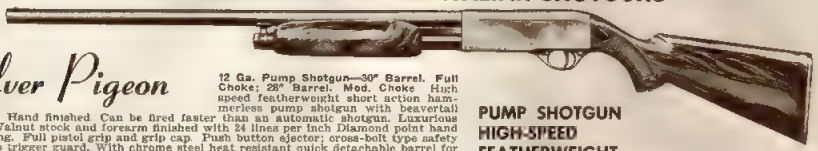
A CHOICE SELECTION OF FINE ITALIAN SHOTGUNS



Silver Pigeon

12 Ga. Pump Shotgun—30" Barrel. Full Choke; 28" Barrel. Mod. Choke High speed featherweight short action hammerless pump shotgun with beavertail forearm. Hand finished. Can be fired faster than an automatic shotgun. Luxurious Italian Walnut stock and forearm finished with 24 lines per inch Diamond point hand checkering. Full pistol grip and grip cap. Push button ejector; cross-bolt type safety built into trigger guard. With chrome steel heat resistant quick detachable barrel for easy takedown. Silver head front sight, notched rear sight. 5-shot capacity (with 3-shot plug). Weight 6½ lbs. **Available in 12 ga. only.**

3030A6995—30" Full or 28" Modified. Specify barrel length. Mfr's. Sugg. Retail $91.25

3460A10675—Gold Pigeon. Same as above with vent. rib and satin chrome action. 30" Full or 28" Modified. Specify barrel length. **Mfr's. Sugg. Retail $139.75**

PUMP SHOTGUN
HIGH-SPEED
FEATHERWEIGHT

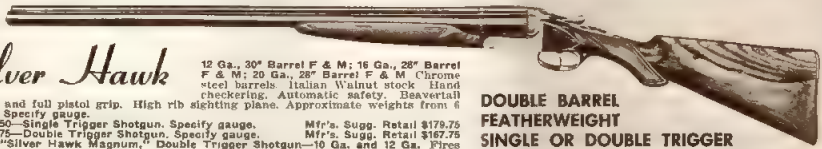
Silver Snipe

Over and Under 12 Ga. Shotgun—28" Barrel, Full and Mod. Choke; 26" Barrel, Imp Cyl and Mod. Choke. Featherweight 6½ lb over and under shotgun. Unsurpassed for performance. Winner of three world championships. Extremely low profile action—2¼" high. Low side walls for remarkable balance and swingability. All barrels of chrome steel. Italian Walnut stock, hand checkered. Automatic safety.

3037A13350—28" Full and Mod. or 26" Imp Cyl. and Mod. Specify barrel length. Mfr's. Sugg. Retail $174.75

3459A15975—Same as above with vent. rib. 28" Full and Mod. or 26" Imp. Cyl. and Mod. Specify barrel length. Mfr's. Sugg. Retail $209.75

OVER & UNDER
SINGLE TRIGGER
FEATHERWEIGHT



Silver Hawk

12 Ga., 30" Barrel F & M; 16 Ga., 28" Barrel F & M; 20 Ga., 28" Barrel F & M Chrome steel barrels. Italian Walnut stock. Hand checkering. Automatic safety. Beavertail fore-end and full pistol grip. High rib sighting plane. Approximate weights from 6 to 7 lbs. **Specify gauge.**

3379A13850—Single Trigger Shotgun. Specify gauge. Mfr's. Sugg. Retail $179.75

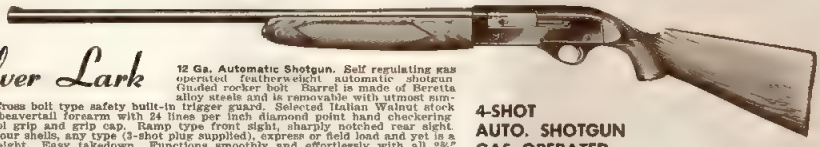
3031A12975—Double Trigger Shotgun. Specify gauge. Mfr's. Sugg. Retail $167.75

Beretta "Silver Hawk Magnum," Double Trigger Shotgun—10 Ga. and 12 Ga. Fires 3"-12 ga. Magnum or 3½"-10 ga. Magnum shot shells. Extra special 32" chromium steel barrels, full choke. Automatic safety. Beavertail fore-end, full pistol grip. Recoil pad. Hand checkered.

3032A19100—10 Ga. Magnum. Approx. wt. over 10 lbs. **Mfr's. Sugg. Retail $249.75**

3033A14475—12 Ga. Magnum. Approx. wt. over 8 lbs. **Mfr's. Sugg. Retail $187.75**

DOUBLE BARREL
FEATHERWEIGHT
SINGLE OR DOUBLE TRIGGER
& DOUBLE BARREL MAGNUM
DOUBLE TRIGGER



Silver Lark

12 Ga. Automatic Shotgun. Self regulating gas operated featherweight automatic shotgun. Guided rocker bolt. Barrel is made of Beretta alloy steels and is removable with utmost simplicity. Cross bolt type safety built-in trigger guard. Selected Italian Walnut stock and full beavertail forearm with 24 lines per inch diamond point hand checkering. Full pistol grip and grip cap. Ramp type front sight, sharply notched rear sight. Accepts four shells, any type (3-shot plug supplied), express or field load and yet is a featherweight. Easy takedown. Functions smoothly and effortlessly with all 2¾" shells including magnums. Approx. wt. 7 lbs.

3034A10575—12 Ga., 30" Barrel, Full Choke..... Mfr's. Sugg. Retail $139.75

3035A10575—12 Ga., 28" Barrel, Full Choke..... Mfr's. Sugg. Retail $139.75

3036A10575—12 Ga., 28" Barrel, Mod. Choke..... Mfr's. Sugg Retail $139.75

4-SHOT
AUTO. SHOTGUN
GAS OPERATED
FEATHERWEIGHT

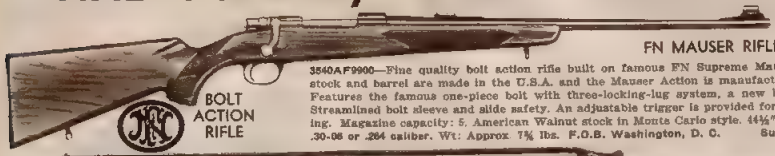
Companion

12 Ga. Single Barrel Folding Shotgun—12 Ga., 30" Barrel; 20 Ga., 28" Barrel; .410 Ga., 26" Barrel. Full Choke Only. Single barrel featherweight hammerless. Unique foldover feature . . . fits in suitcase for travel. Fore-end is permanently attached, cannot become lost. Heat treated for extra strength. All parts machined from solid steel and forgings. No castings or stampings. High velocity barrel in full choke for tight patterns, long range and deep penetration. Cross lock thumb safety in trigger guard. A deluxe gun in the low price field. Available in 12 ga. with 30" barrel, 20 ga. with 28" barrel and .410 ga. with 26" barrel. Approx. weights 5-6 lbs. **Specify gauge.**

3038A3350—Specify 12, 20, or .410 gauge..... Mfr's. Sugg. Retail $41.95

HAMMERLESS
SINGLE BARREL
FOLDING SHOTGUN

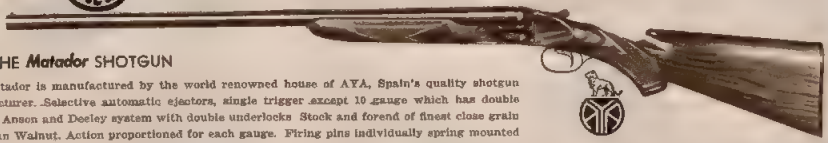
FINE GUNS by FIREARMS INTERNATIONAL



BOLT ACTION RIFLE

FN MAUSER RIFLE

3540AF9900—Fine quality bolt action rifle built on famous FN Supreme Mauser Action. The stock and barrel are made in the U.S.A. and the Mauser Action is manufactured in Belgium. Features the famous one-piece bolt with three-locking-lug system, a new hinged floorplate. Streamlined bolt sleeve and slide safety. An adjustable trigger is provided for precision shooting. Magazine capacity: 5. American Walnut stock in Monte Carlo style. 44½" over-all. Specify .30-06 or .264 caliber. Wt: Approx 7⅛ lbs. F.O.B. Washington, D. C. Sugg. Retail $149.95

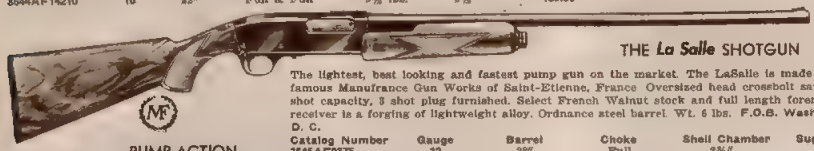


THE *Matador* SHOTGUN

The Matador is manufactured by the world renowned house of AYA, Spain's quality shotgun manufacturer. Selective automatic ejectors, single trigger except 10 gauge which has double trigger. Anson and Deeley system with double underlocks. Stock and forend of finest close grain European Walnut. Action proportioned for each gauge. Firing pins individually spring mounted in bushing through face of action. F.O.B. Washington, D. C.

DOUBLE-BARREL SHOTGUN

Catalog Number	Gauge	Barrel	Choke	Wt.	Shell Chamber	Sugg. Ret.
3541AF12710	12	30"	Full & Mod.	7¼ lbs.	2¾"	$169.50
3542AF12710	16	28"	Full & Mod.	6¾ lbs.	2¾"	169.50
3543AF12710	20	28"	Full & Mod.	6¼ lbs.	3"	169.50
3544AF14210	10	32"	Full & Full	9½ lbs.	3½"	189.50



PUMP-ACTION SHOTGUN

THE *La Salle* SHOTGUN

The lightest, best looking and fastest pump gun on the market. The LaSalle is made by the famous Manufrance Gun Works of Saint-Etienne, France. Oversized head crossbolt safety, 4-shot capacity, 3 shot plug furnished. Select French Walnut stock and full length forend. The receiver is a forging of lightweight alloy. Ordnance steel barrel. Wt. 6 lbs. F.O.B. Washington, D. C.

Catalog Number	Gauge	Barrel	Choke	Shell Chamber	Sugg. Ret.
3545AF9375	12	28"	Full	2¾"	$125.00
3546AF9375	12	28"	Mod.	2¾"	125.00
3547AF9378	16	28"	Mod.	2¾"	125.00
3548AF9375	16	28"	Full	2¾"	125.00
3549AF9375	20	28"	Mod.	3"	125.00
3550AF9375	20	26"	Imp. Cyl.	3"	126.00

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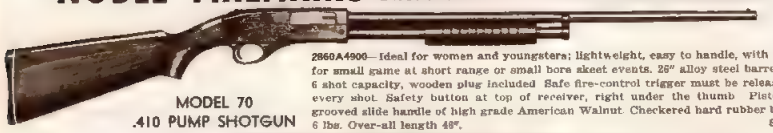


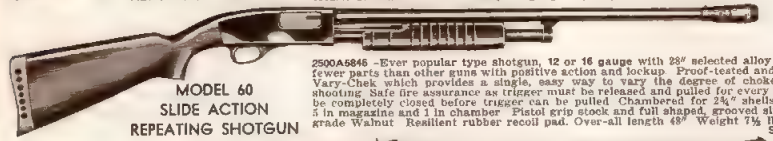
MODEL 70 .410 PUMP SHOTGUN

2860A4900—Ideal for women and youngsters; lightweight, easy to handle, with no kick. Excellent for small game at short range or small bore skeet events. 25" alloy steel barrel, full choke only. 6 shot capacity, wooden plug included. Safe fire-control trigger must be released and pulled for every shot. Safety button at top of receiver, right under the thumb. Pistol grip stock and grooved slide handle of high grade American Walnut. Checkered hard rubber butt plate. Weight 6 lbs. Over-all length 48". Sugg. Retail $65.25

MODEL 65 SLIDE ACTION REPEATING SHOTGUN

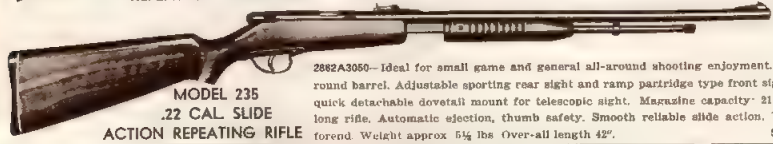
3551A5125—Sportsmen's favorite. A fast, smooth pointing, all purpose design. 12 gauge with 28" alloy steel barrel. Full or modified choke. Trigger must be released and pulled for every shot. Full shaped, grooved slide handle of high grade American Walnut with pistol grip stock. Chambered for 2¾" shells, 6-shot capacity, 5 in magazine and 1 in chamber. Push button safety. Over all length 48", weight 7⅛ lbs. Specify choke. Sugg. Retail $68.25

3552A5126—Same as above except 16 gauge. Specify full or modified choke. Sugg. Retail $68.25



MODEL 60 SLIDE ACTION REPEATING SHOTGUN

2500A5845 -Ever popular type shotgun, 12 or 16 gauge with 28" selected alloy steel barrel. Has fewer parts than other guns with positive action and lockup. Proof-tested and fitted with Noble Vary-Chek which provides a single, easy way to vary the degree of choke for any type of shooting. Safe fire assurance as trigger must be released and pulled for every shot. Action must be completely closed before trigger can be pulled. Chambered for 2¾" shells. 6-shot capacity, 5 in magazine and 1 in chamber. Pistol grip stock and full shaped, grooved slide handle of high grade Walnut. Resilient rubber recoil pad. Over-all length 48". Weight 7⅛ lbs. Specify gauge. Sugg. Retail $77.85



MODEL 235 .22 CAL. SLIDE ACTION REPEATING RIFLE

2882A3050—Ideal for small game and general all-around shooting enjoyment. 24" selected steel round barrel. Adjustable sporting rear sight and ramp partridge type front sight. Machined for quick detachable dovetail mount for telescopic sight. Magazine capacity: 21 short, 17 long, 15 long rifle. Automatic ejection, thumb safety. Smooth reliable slide action. Walnut stock and forend. Weight approx. 5½ lbs. Over-all length 42". Sugg. Retail $40.95

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WARREN BAILEY is Manager of Bertram Yacht Yard. A native Floridian, he began building boats at sixteen. Boats he designed include the ocean racers COMANCHE, ARIEL V and CA VA II. Under his capable leadership, our repair facility has grown to national prominence.

WALT BROOKINS is Manager of the Bertram Yacht Basin dry storage and yacht maintenance facility. Walt has sailed extensively in fresh and salt water as skipper and crew and is presently building a 45-foot ketch planning to live aboard. His background covers all aspects of boating.

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Manager

Meet the Bertram Staff

MIAMI OFFICE AT BERTRAM YACHT BASIN

SANDY HISS specializes in brokering sailboats. He began sailing as a Cape Cod boy and has raced and cruised extensively since he acquired a Mackinac Bermuda, Fastnet race and a transatlantic passage. Before entering brokerage in 1959 Sandy worked in marine insurance, yacht repairs, the Merchant Marine, and served as a skipper of army tugs in World War II.

SAM GRIFFITH is a Mid-Westerner who became to Miami in 1941. Following Air Corps duty, he began racing power boats, and quickly became a leader in the sport, holding numerous records and repeatedly His latest exploit was setting a record with the new Bertram 31 in the 1961 Miami-Nassau Power Boat Race. Sam established with the original Mop die in 1950

EMIL BELESKI has followed the sea since 1936 serving aboard steamships to the Pacific and Caribbean and the yacht PEGASUS and Gen Vanderbilt's SABIA. He was a chief quartermaster USN and has 13 years of ship and boat yard experience. As a seasoned broker and appraisal consultant, his know edge of boat values serves our clients well.

FRED COBURN a veteran of from a boat either a business of aboard the sailboat His family calls office. He grew up on Long Island Sound where he entered the boat business. He saw active service rece ved a medal from ve ans Other ests be sh from his varied boating backgrounds and his lifetime dedication to the sea.

DON AVERY brought to us a lifetime of boating including extensive cruising aboard his own sloop and active warrime service aboard a wide marine background as a qualified for selling yachts and Don's new boat and brokerage customers get the desirable benefit of his better than a decade of brokerage experience

JO BLISS is our Charter Broker Her knowledge of boats and a quaint nautical style charm has served her well in recommending charters best suited to our friends and budget. She is a native of the East and over the years has visited Bermuda the Caribbean and Cuba. Whether you require a charter requirements You will receive prompt professional service

ALBERT SCHAUSEIL has been with us since 1955 and manages our Miami insurance department. He grew up on the Ohio and moved to Florida to attend the University of Miami engineering. He received a B.A. degree in 1949. He has visited the Bahamas and Cuba. He also enjoys writing and has contributed several articles to the yachting press

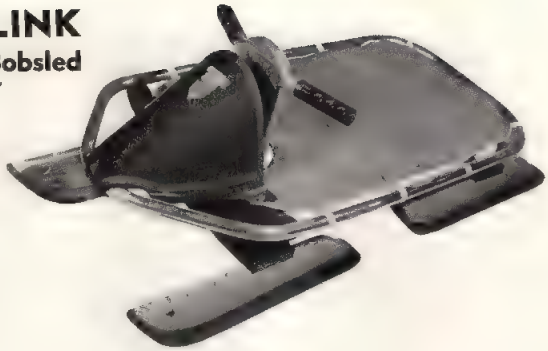
BOB CARTER is Manager of Bertram Yacht Sales Inc., our company that handles the sale of new boats. He began sailing as a seven years ago on Lake Michigan has owned several boats and has cruised widely under power and sail. He served as quartermaster in the Navy. His management background includes almost every phase of the boating business

SKIP MANSFIELD, President of the Bertram companies is particularly qualified by his unusually broad background in the marine field. His experience includes yacht brokerage, yacht building and repair, marine surveying, yacht insurance underwriting and loss adjustment, new boat sales, and a term in the advertising department of Yachting magazine

His hobby is ocean racing and he has participated in most of the prominent offshore events. His association work includes a directorship in the Marine Council of the Miami-Dade Chamber of Commerce and charter membership in the American Boat and Yacht Council

Skip sees that the business of our company is conducted in accordance with the Bertram Creed.

BOB-O-LINK
Compound Bobsled
3' – 4' – 5'



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New York, N. Y.

been a major cost saving for Mr. Mills

The Toy Men started in Mr. Mills' former location on N. Sheffield Avenue. A year ago, however, he acquired one of the most desirable toy jobbing locations in Chicago when he moved into the North Pier Terminal Building on the city's bustling Lake Shore Drive. More than 250,000 cars now pass the company showroom each day.

The firm has two showrooms containing 2,500 square feet in each. There is a basic warehouse area of 40,000 square feet that can be increased to 100,000 square feet if needed. Railroad cars run regularly past the rear of the building, enabling freight cars to be loaded directly into the warehouse. Five semi-trucks also may be unloaded at one time, if needed. Shipping areas for The Jay Mills Company and The Toy Men are separate.

Mr. Mills planned to further increase the efficiency of The Toy Men on January 1 this year by installing an IBM machine for the earmarking and allocating of all orders. During 1962 he expects to have at least 25 more members in The Toy Men, to boost enrollment to nearly 100.

"We have found there is no cheaper method of jobbing operation than that offered by a plan similar to that of The Toy Men," Mr. Mills concluded. "Our payroll is down considerably; our warehouse costs have been cut by 2 per cent. Cooperative buying is the jobbing plan of the future."

. . . N. Y. Toy Mkt.

(*Continued from page* 405)

Cass. He will cover metropolitan New York, New York state, and Pennsylvania (except Philadelphia).

The three lines added by Mr. Robben are those of Swyngtime Products, Inc., Lancaster, Pa.; the DeJournette Mfg. Company, Atlanta; and the Dream-Lite Company, Medina, Ohio.

✧

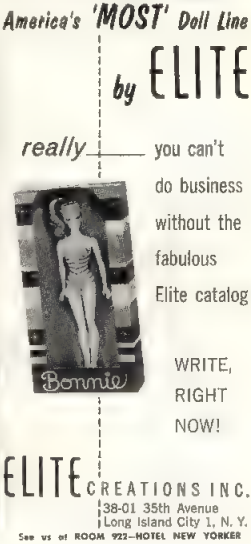
REGENT Baby Products Corporation, distributor of infant and juve-

SAALFIELD
• FIRST IN ASSORTMENTS
• FIRST IN VALUE
• FASTEST IN TURNOVER
MORE THAN 500 FAST-SELLING TITLES
Activity Books, 10c to 29c
Activity Boxes, 29c to $2.00
Adult Interlocking Puzzles, 29c to $1.00
Children's Boxed Puzzles, 29c to $1.00
Children's Inlaid Puzzles, 29c to $1.00
Children's Jigsaw Puzzles, 39c
Coloring Books, 5c to $1.00
Donkey Party Games, 10c to $1.00
Fiction Books, 39c to 59c
Floor Books, 25c to 59c
Games, 10c to $3.00
Linen Books, 25c to $1.00
Paper Doll Books, 10c to 29c
Paper Doll Boxes, 29c to $2.00
Paper Doll Portfolios, 29c to $1.00
Picture Lacing Boxes, 29c to $2.00
Scrap Books, 10c to 29c
Story Books, 5c to 50c
Super Slates, 29c
Valentine Books, 15c to 59c
Paint-by number Cards, 29c to $1.00
SAALFIELD
THE Great NAME IN CHILDREN'S BOOKS

Saalfield Square, Akron 1, Ohio • New York Showroom, 200 Fifth Ave., Suite 443-447

Wonderland
Halloween Costumes that Sell!
BLAND CHARNAS CO.
869 Macon St., Brooklyn 33, N. Y.
New York Sales Office:
200 Fifth Ave. — OR 5-3320

A Model Builder's Dream Come True!
PYRO
DESIGN-A-PLANE
Over 4000 JET FIGHTER DESIGNS from one package $3.98
Pyro Plastics Corp. • Pyro Park • Union, N. J.


America's 'MOST' Doll Line
by ELITE
really you can't do business without the fabulous Elite catalog
Bonnie
WRITE, RIGHT NOW!
ELITE CREATIONS INC.
38-01 35th Avenue
Long Island City 1, N. Y.
See us at ROOM 922—HOTEL NEW YORKER

COLLEGIATE'S TOY FROLIC!

With . . .

Meet Moody, the Melancholy ruminant . . . this mammoth moper is really a crowd stopper!

Stepping right out of Aesop's Fables comes the illustrious Foxy Loxy. Finished in golden poppy plush with white trim, Foxy is welcome in any small fry's room.

. . . Another amiable pup from the Collegiate dog house. A pooch with the heart of a thoroughbred. White plush with red and amber trim.

MEET THE GANG! **Collegiate has opened the old toy chest, and just look at a few of the many new animals cavorting your way. There's big ones, small ones, some in between.**

Due to our expanded designing program, Collegiate is moving forward with more varieties of pets than ever before, fulfilling your ever-changing demands. Be sure and see us at the Toy Fair, Hotel New Yorker, Room 1563.

Collegiate MFG. CO.
AMES • IOWA

nile items to stores all through the United States, has moved to 43-21 52nd Street, Woodside, L. I. Formerly in Long Island City, Regent now has at its disposal three times the warehouse space it had previously.

✧

Abe Dworkes and Associates, real estate investors from Copiague, L. I., last month announced plans for opening a 140,000-square foot discount department store in Deer Park, L. I., in mid-August.

The huge self-service operation, to be located at Deer Park Avenue and North Babylon, will be called Deer Park Discount Center and will contain a giant 20,000-square-foot supermarket as one of 75 departments, most of which will be leased out. Toys will be included among the hard goods lines.

✧

During Toy Fair Week, at 6:30 P.M. on March 13, the Toy Women's Association will offer a filet mignon dinner and hold a "Twist Party" at the 200 Fifth Avenue Club. Tickets are $10 per person, which includes tips.

✧

Nat Berk of Nat Berk Enterprises, well known sales representatives at 200 Fifth Avenue, is wearing a broader smile than usual these days and passing around his favorite brand of cigars. There's the best reason in the world for it—Nat has just become a proud grandfather for the second time. The new arrival, Benjamin Michael, arrived at the home of Ted and Sandy Lippel on February 10. The baby's dad is a popular member of the Berk sales force.

✧

Succeeding Harry Greenfield, Sy Margolin has been named general manager of the Great Eastern Mills store in Elmont, L. I. He was formerly director of operations at S. Klein's, Westchester.

. . . How to Figure Depreciation

(*Continued from page* 390)

recovery of an asset's *cost* is identical by any method. However, the *total income tax reduction* afforded a taxpayer over the useful life of depreciable assets may vary substantially as between different methods. If a maximum amount of depreciation can be reflected in a year or years of larger earnings, there'll be a larger total income tax reduction; if a minimum amount of depreciation is taken in such years, there'll be a smaller income tax reduction.

In a year when there's no taxable income, new depreciation charges will have no income tax-reducing effect. Example: A dealer whose business has been destroyed by fire and for which there's been an extended interruption in the business. *Such an available depreciation charge cannot be postponed to or be taken in a future year or years.* The remaining unrecovered cost for depreciation in future years must be reduced by the depreciation charge allowed or *allowable* in the year of acquisition. However, a dealer can elect to use the depreciation method which will result in the smallest possible depreciation charge in the year of acquisition. He should do so if there is little or no taxable income

On the other hand, if a taxpayer has had a better-than-average year, profitwise, he may be warranted in electing a depreciation method for 1961 acquisitons which will result in a maximum depreciation in the first year. This deduction will be reflected in an income tax reduction at the rate his highest level of income is taxed. If he's in the 30 per cent tax bracket, the income tax saving will be expressed as 30 per cent of that year's depreciation charge.

Caution: In determining the method to use, and the depreciation charge to take, between the legal available minimum and maximum, a smaller taxpayer should make certain he doesn't elect to take more

YELLOW ROSE FJORD SHADOW LEAF

MELAMINE DINNERWARE FOR ALL AMERICA

Attractive new patterns . . . lovely new accessory colors Truly fine dinnerware . . and at a very special price. Made with extra melamine for the ultimate in break resistance. Enduring patterns. Rich, lasting colors Safe in a dishwasher's hottest water

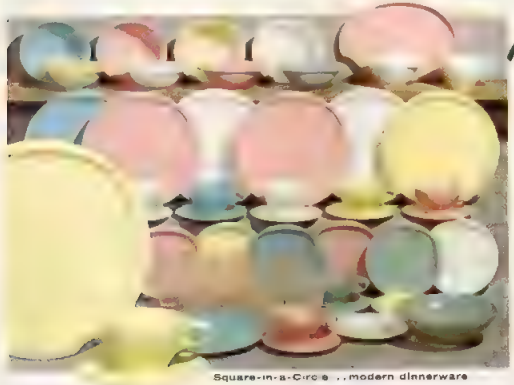
20 Pc. Service for Four. Contains 4 each: 10" dinner plate; 6" dessert or sandwich plate; 8 oz. cup; 6" saucer; 10 oz. dessert dish. Weight 5 lbs Open stock value $28 80

		Retail
9127H997	20 Pc Yellow Rose	$14 95
9128H997	20 Pc Fjord	14 95
9129H997	20 Pc Shadow Leaf	14 95

Color Combinations. Dinner plates, sandwich plates and platter have lovely patterns on Shell White background Cups. Shell White. Other pieces: Sandalwood with Yellow Rose; Turquoise with Fjord; Yellow with Shadow Leaf. Tumblers. Clear

53 Pc. Service for Eight. 8 each: 10" dinner plate; 6" dessert or sandwich plate; 8 oz. cup; 6" saucer; 10 oz. dessert dish—plus 8" vegetable serving dish; 12½" platter, 3 pc. sugar and creamer set; and eight 10 oz break resistant tumblers. Weight 14 lbs. Open stock value $70 67.

		Retail
9130H2197	53 Pc Yellow Rose	$32 95
9131H2197	53 Pc Fjord	32 95
9132H2197	53 Pc Shadow Leaf	32 95



Square-in-a-Circle . . modern dinnerware

BOONTONWARE BELLE—53 Pc. Set for Eight. 8 each: 10" dinner plate; 6½" dessert or sandwich plate, 12 oz. dessert-soup bowl, 8 oz cup; 6" saucer—plus 8" vegetable serving dish; 11" platter; 3 pc sugar and creamer set and eight 9⅛ oz. break-resistant tumblers. Weight 17 lbs. Open stock value $58.52.

Butter Yellow	Bon Bon Pink	Turquoisette	Shell White	Mixed Color Harlequin
8803H2197	8804H2197	8805H2197	8806H2197	8807H2197

Specify color when ordering Retail $32.95

APPEALING "GOURMET COLORS"

BUTTER YELLOW TURQUOISETTE BON BON PINK SHELL WHITE

Boontonware® Belle

Special Service Piece Assortment. Contains: 10" divided vegetable serving dish; vegetable dish cover; 2 pc. butter dish; salt and pepper set; bread dish centerpiece Solid colors or Harlequin. Weight 4 lbs

Butter Yellow	Bon Bon Pink	Turquoisette
8252H1057	8253H1057	8254H1057
Shell White	Mixed Color Harlequin	
8255H1057	8256H1057	

Specify color when ordering Retail $15 85

BRANCHELL

BY LENOX PLASTICS INC.

MELMAC® DINNERWARE WITH NEW

STAIN-RESISTANT CUPS

Ⓐ "GOLDEN CHARM"

New stain-resistant glaze keeps cups sparkling new!

Branchell is proud to announce a revolutionary new stain resistant glaze for cups. Now your Branchell cups shine with a hard brilliant finish that keeps them FREE from coffee and tea stains with just the occasional use of an ordinary household detergent. This new 1961 advance means your cups stay sparkling new longer while increasing the life and carefree enjoyment of your service. (Note: new glaze available on Branchell cups only.)

Ⓐ Ⓒ **BRANCHELL MELMAC® DINNERWARE.** Outstanding service with new stain-resistant cups!

- **SAFE IN AUTOMATIC DISHWASHERS!** Boiling water can't harm its lustrous China like finish
- **COLORS ARE MOLDED-IN PERMANENTLY!** The lovely shades won't fade or discolor

Ⓐ **BRANCHELL DELUXE "GOLDEN CHARM".** No wonder it's today's most wanted dinnerware Styled to grace breakfast or banquet table. Gleaming golden fleur de lis accents illuminate a soft ivory back ground. Translucent and China-like, yet amazingly durable as only Branchell melamine can be

9202H3330 45-Pc. Set . . Retail **$49.95**
9201H4663 79-Pc. Set . . . Retail **69.95**

Ⓑ **BRANCHELL "SWEET TALK".** Dinnerware so beautifully expressed that you'd never guess it takes round the clock use. Delicately hued Bermuda blue, coral and beige blossoms gracefully implanted on a field of glowing white. Solid color pieces in brown

9204H2663 45-Pc Set . . . . . Retail **$39.95**
9203H3997 79-Pc Set . . . . . Retail **59.95**

Ⓒ **BRANCHELL "SUMMERTIME".** Refreshing, light-hearted flowers for your table all year 'round! Wind-blown sheaves of golden wheat and blue summer flowers bloom amid green foliage on a sparkling white background. Harmonizing pieces in azure blue

9206H2663 45-Pc. Set . . . . . Retail **$39.95**
9205H3997 79-Pc. Set . . . . . Retail **59.95**

Fully Guaranteed Melamine

Every piece of Branchell and Aztec is GUARANTEED FOR ONE YEAR against chipping, cracking, breaking in normal use. Upon receipt, pieces replaced FREE plus 25¢ per piece to cover return postage and handling.

CONTENTS OF SETS

45-PC SET—SERVICE FOR EIGHT. (Includes 25 pattern decorated pieces.) Consists of 8 each: decorated dinner plates, decorated salad plates, decorated saucers, cups, lug soup bowls; plus one each decorated platter, divided vegetable bowl, creamer and sugar with lid. Shpg. wt. 15 lbs.

79-PC. SET—SERVICE FOR TWELVE. Includes 38 pattern decorated pieces.) Consists of 12 each decorated dinner plates, decorated salad plates, decorated saucers, cups, lug soup bowls, fruit dishes; plus two each decorated platters; one each open vegetable bowl, divided vegetable bowl, creamer and sugar with lid. Shipping weight 24 lbs.

Ⓑ "SWEET TALK"

Ⓒ "SUMMER

FOR TOP-QUALITY, MELAMINE DINNERWARE — THE NAME IS

Boontonware

BOONTONWARE—the name that's a symbol of quality in modern dinnerware! Finest melamine combines the beauty of newer-than-new design with the richness and practicality of fadeproof molded-in colors. It's as delicate as the finest china—yet virtually unbreakable, safe in automatic dishwashers! You'll be proud to use your Boontonware for any occasion —from casual entertaining to a formal dinner! In five patterns. All sets carry mfr's 1 yr. replacement guarantee against chipping, cracking, or breaking in normal use (include 25c for postage)

Open-stock pieces available in all patterns on this page. Write GMC, Dept. 25-F, for details

(A) 45 PC. PATRICIAN "GOLDEN GRAIN" The finest quality dinnerware you can buy! Golden Grain spray accents shell white background. Graceful coupe-shaped pieces, extra large and extra-heavy for beauty, durability. Dinner plates, sandwich plates and platter are decorated—all other pieces are gleaming white. 45-pc. service for eight includes eight each 10½-in. dinner plates, 6½-in. sandwich plates, 18-oz. soup bowls, 6-in. saucers, 8-oz. cups. One each 14-in. platter, 9½-in. vegetable bowl, covered sugar bowl, cream pitcher. Serv-a-table, see page 179 for description.
25 2577 W—45-pc. Set. Wt. 29 lbs. **Pay Only 39.97**

(B) (C) 53 PC. SOMERSET PATTERNS Modern in beauty, practical as today! Fine melamine dinnerware created by Boontonware in two lovely exclusive patterns—designed to blend with any kitchen decor, enhance every occasion. All pieces have a practical, functional coupe shape. 53-pc. service for eight includes eight each 10-in. dinner plates, 6-in. sandwich or dessert plates, 7-in. platter plates, 18-oz. soup or salad bowls, 6-in. saucers, 8-oz. coffee cups. Serv-a-table, 12½-in. all-purpose serving dish; 9-in. vegetable serving dish; sugar bowl with lid; and matching creamer. See pattern descriptions below.

[B] "Shadow Leaf" Pattern. Lighthearted as a breeze, with its an autumn wood sheaf spray in delicious shaded tones of yellow, orange, gray and brown. Dinner plates and platter are decorated. White saucers, and sugar bowl, lid and other pieces in sunny yellow.
25 2585 W—53-Pc. Set. Wt. 17 lbs. **Only 26.63**

[C] "Good Morning" Pattern. Dawn-fresh and full of cheer. Colorfully painted rooster, set against a wreath-rounded white background. Dinner plates and platter are decorated. White saucers, and sugar bowl, lid and other pieces are in [illegible] and wood color.
25 2593 W—53-Pc. Set. Wt. 17 lbs. **Only 26.63**

(D) (E) 53 PC. BUDGET BUY SETS Does great for the utmost in modern living. Beautiful top-quality melamine—crafted with the same speck-free finish as Boontonware, but priced within the range of everyone. Durable pieces executed in graceful coupe shape—in your choice of two decorate fadeproof patterns. 53-piece service for eight includes eight each 10-in. dinner plates, 6-in. sandwich or dessert plates, bread-and-butter plates, 7-oz. dessert or cereal bowls, 6-in. saucers, and 8-oz. coffee cups. Plus serving pieces: one each 12½-in. multi-use platter, 9-in. vegetable serving dish, sugar bowl with lid and creamer. See pattern descriptions below.

[D] "Ivy" Pattern. A refreshing spring-fresh garland designed in soft tones of green, blue, and beige. Dinner plates and platter are decorated. Cups, bowls and sugar bowl lid crafted in classic white. Other pieces in olive mist.
25 2601 W—53-Pc. Set. Wt. 17 lbs. **Only 19.97**

[E] "Shadow Rose" Pattern. Classic rose spray in pink and gray to complement your table. Dinner plates and platter decorated. White cups, bowls, sugar bowl lid. Other pieces in pink.
25-2619 W—53-Pc. Set. Wt. 17 lbs. **Only 19.97**

PROLON

This is the best designed . . . best value melamine dinnerware in America. Everything about it bespeaks a simple elegance. New refreshing molded-in patterns, unharmed by hottest water . . . dishwasher proof. Guaranteed for two years by manufacturer — see details below.*

DELLWOOD . . . Designed for compliments—a lovely floral arrangement of yellow and brown blossoms complemented with shades of brown. Sandalwood accessory pieces.

25-2155W—
53-pc. Service for 8.....**Only 26.64**

25-2148W—
77-pc. Service for 12....**Only 39.97**

MEADOW BLUE . . . Tiny cornflowers in shades of turquoise and lavender combined with turquoise accessory pieces.
25-2270W 53-pc. Service for 8 **Only 26.64**

AUTUMN GLORY . . . Grapevine leaves depicted in rich shades of pink and brown with gold. Accessory pieces in pink.
25-2296W 53-pc. Service for 8 **Only 26.64**

WILD OATS . . . Ripe golden oats in shades of brown and gold with harmonizing pieces in sandalwood. A favorite pattern.
25-2288W 53-pc. Service for 8 **Only 26.64**

HAWTHORNE . . . Featuring warm brown and gold leaves with sandalwood accessories. A set that always arouses comment.
25-2312W—45-pc. Service for 8. . **Only 19.97**

JEWELITE . . . A delightful modern motif in blending turquoise, lavender and brown. Turquoise accessories.
25-2320W—45-pc. Service for 8. . **Only 19.97**

COMPOSITION OF SETS AND WEIGHTS

53-pc. Set: 8 each decorated dinner plates decorated salad plates solid color cups, saucers, fruit bowls large 20 oz. soup or salad bowls; 1 each decorated 14" platter, solid color serving bowl, creamer, sugar and lid. Wt. 17 lbs.

77-pc. Set: 12 each decorated dinner plates, decorated salad plates, solid color cups, saucers 20 oz soup/salad bowls, fruit bowls; . each decorated platter, solid color serving bowl, creamer, sugar and lid Shpg wt 23 lbs Semi mail able see page 773

45-pc. Set: 8 each decorated dinner plates and B & Bs, solid color cups saucers, cereal bowls. One each solid color 14-inch platter, creamer, covered sugar bowl vegetable dish. Wt. 15 lbs

PROLON—Melmac® is molded to the highest standards.

*All PROLON dinnerware is guaranteed for 2 yrs. by mfr. against chipping, cracking, breaking in normal use. Upon receipt, defective pieces replaced free. Include 25c for return postage.

FOR TOP-QUALITY, MELAMINE DINNERWARE — THE NAME IS

Boontonware

BOONTONWARE—the name that's a symbol of quality in modern dinnerware! Finest melamine combines the beauty of newer-than-new design with the richness and practicality of fadeproof molded-in colors. It's as delicate as the finest china—yet virtually unbreakable, safe in automatic dishwashers! You'll be proud to use your Boontonware for any occasion —from casual entertaining to a formal dinner! In five patterns. All sets carry mfr's 1-yr. replacement guarantee against chipping, cracking, or breaking in normal use (include 25c for postage)

Open-stock pieces available in all patterns on this page. Write GMC, Dept. 25-F, for details

A 45-PC. PATRICIAN "GOLDEN GRAIN"
The finest-quality melamine you can buy! "Golden Grain" spray against a shell-white background. Graceful coupe-shaped pieces: extra-large and extra-heavy for beauty, durability. Dinner plates, sandwich plates, and platter are decorated—all other pieces are gleaming white. 45-pc. service for eight includes eight each: 10½-in. dinner plates, 6½-in. sandwich plates, 18-oz. soup bowls, 6-in. saucers, 8-oz. cups. One each: 14½-in. platter, 9½-in. vegetable bowl, covered sugar bowl, cream pitcher. Semi-matable—see page 779 for details
25-2577 W 45-pc. Set. Wt. 20 lbs.. Pay Only 39.97

B C 53-PC. SOMERSET PATTERNS
Modern as tomorrow—practical as today! Fine melamine dinnerware crafted by Boontonware in two lovely, versatile patterns—designed to blend with any table decor, enhance every occasion. All pieces are in graceful, practical coupe shape. 53-pc. service for eight includes eight each: 10-in. dinner plates, 8-in. sandwich or dessert plates, bread-and-butter plates, 15-oz. soup or salad bowls, 6-in. saucers, and 8-oz. coffee cups. Serving pieces include one each: 12½-in. all-purpose platter, 8-in. vegetable serving dish, sugar bowl with lid, and matching creamer. See pattern descriptions below

[B] "Shadow Leaf" Pattern. Lighthearted as a breeze—colorful as an autumn wood! Leaf spray in delicately shaded tones of yellow, orange, gray, and brown. Dinner plates and platter are decorated. White saucers and sugar bowl lid. Other pieces in sunny yellow
25-2585 W—53-Pc. Set. Wt. 17 lbs... Only 26.63

[C] "Good Morning" Pattern. Down-fresh and full of life! Colorfully painted rooster, set against a flower-garlanded white background. Dinner plates and platter are decorated. White saucers and sugar bowl lid—all other pieces are in harmonizing sandalwood color.
25-2593 W—53-Pc. Set. Wt. 17 lbs.. Only 26.63

G E 53-PC. BUDGET-BUY SETS
Designed for the utmost in modern living! Beautiful top-quality melamine—crafted with the same special care that goes into all Boontonware, but priced within the range of everyone. Durable pieces executed in graceful coupe shape—in your choice of two delicate, fadeproof patterns. 53-piece service for eight includes eight each: 10-in. dinner plates, 8-in. sandwich or dessert plates, bread-and-butter plates, 10-oz. dessert or cereal bowls, 6-in. saucers, and 8-oz. coffee cups. Plus serving pieces: one each 12½-in. multi-use platter, 8-in. vegetable serving dish, sugar bowl with lid, and creamer. See pattern descriptions below.

[D] "Ivy" Pattern. A refreshing spring-fresh garland designed in soft tones of green, blue, and beige. Dinner plates and platter are decorated. Cups, bowls, and sugar bowl lid crafted in classic white. Other pieces in olive mist.
25-2601 W—53-Pc. Set. Wt. 17 lbs. . .Only 19.97

[E] "Shadow Rose" Pattern. Classic rose spray in pink and gray to complement your table. Dinner plates and platter decorated. White cups, bowls, sugar bowl lid. Other pieces in pink.
25-2619 W—53-Pc. Set. Wt. 17 lbs. . Only 19.97

PROLON

This is the best designed . . . best value melamine dinnerware in America. Everything about it bespeaks a simple elegance. New refreshing molded-in patterns, unharmed by hottest water . . . dishwasher proof. Guaranteed for two years by manufacturer — see details below.*

DELLWOOD . . . Designed for compliments—a lovely floral arrangement of yellow and brown blossoms complemented with shades of brown. Sandalwood accessory pieces.

25-2155W—
53-pc. Service for 8. . . . . **Only 26.64**

25-2146W—
77-pc. Service for 12. . . . **Only 39.97**

MEADOW BLUE . . Tiny cornflowers in shades of turquoise and lavender combined with turquoise accessory pieces

25-2270W 53-pc. Service for 8. **Only 26.64**

AUTUMN GLORY . . Graceful leaves depicted in rich shades of pink and brown with gold. Accessory pieces in pink.

25-2236W—53-pc Service for 8. **Only 26.64**

WILD OATS . . Ripe golden oats in shades of brown and gold with harmonizing pieces in sandalwood. A favorite pattern

25-2288W -53-pc Service for 8. **Only 26.64**

HAWTHORNE . . Featuring warm brown and gold leaves with sandalwood accessories. A set that always arouses comment.

25-2212W—45-pc. Service for 8. . **Only 19.97**

JEWELITE . . . A delightful modern motif in blending turquoise, lavender and brown. Turquoise accessories

25-2320W—45-pc. Service for 8. . **Only 19.97**

COMPOSITION OF SETS AND WEIGHTS

53-pc. Set: 8 each decorated dinner plates, decorated salad plates, solid color cups, saucers, fruit bowls, large 20 oz. soup or salad bowls; 1 each decorated 14" platter, solid color serving bowl, creamer, sugar and lid. Wt. 17 lbs.

77-pc. Set: 12 each decorated dinner plates, decorated salad plates, solid color cups, saucers, 20 oz. soup/salad bowls, fruit bowls; 1 each decorated platter, solid color serving bowl, creamer, sugar and lid. Shpg. wt. 23 lbs. Semi matic-see page 779

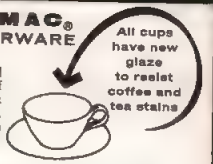
45-pc. Set: 8 each decorated dinner plates and B & B's, solid color cups, saucers, cereal bowls. One each: solid color 14-inch platter, creamer, covered sugar bowl, vegetable dish. Wt. 15 lbs.

PROLON—Melmac® is molded to the highest standards.

*All PROLON dinnerware is guaranteed for 2 yrs. by mfr. against chipping, cracking, breaking in normal use. Upon receipt, defective pieces replaced free. Include 25c for return postage

BRANCHELL MELMAC® DINNERWARE

HOUSE & GARDEN COLOR-MATCHED FOR '62



These fresh, fashion-right patterns have not only been recognized by one of the nation's top home magazines . . . but also by many of America's finest homemakers as well. Moderately priced . . . yet Branchell has many *De luxe* features: Full 53 piece service for eight, glaze-process cups, gracefully contoured designs, recessed handles on servers, full 10" dinner plates . . . and of course, safe in automatic dishwashers. Mfrs. 1-yr. rep acement guarantee is packed in every set. You get so *much* for so little!

COMPOSITION: 53-pc. Service for 8 Consists of 8 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Salad Plates, Cups, Lug Soup Bowls, Fruit Dishes; 1 each: Platter, Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt. 15½ lbs.

GOLDEN BELL—A just-picked spray of golden-dewed flowers on soft white.

25-2874W 53-pc. set Serv. for 8 **Pay only 26.97**

25-2213W 79-pc. set Serv. for 12 **Pay only 39.99**

COMPOSITION: 79-pc. Service for 12 Consists of 12 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Salad Plates, Cups, Lug Soup Bowls, Fruit Dishes. 1 each: Platter, Chop Plate, Vegetable Bowl, Divided Vegetable Bowl (white), Creamer, Sugar Bowl, Sugar Lid. 25 lbs. Semi-mailable—see page 779.

ENGLISH IVY—Its wreath of greenery and gold accents on a gleaming white field are self-complementary.

25-1835W 53-pc. set Service for 8 **Pay only 26.97**

25-4110W 79-pc. set Service for 12 **Pay only 39.99**

BRANCHELL MELMAC® DINNERWARE—Six distinguished patterns priced to meet every budget! Here is beautiful break-resistant melamine, practical, economical, easy to handle, use and care for. Makes a perfect gift to give or receive. Open stock available—write to GMC Dept. 25F for information.

COUNTRY GARDEN

A border design of lavender and pink blossoms with green leafage intertwined on a garden trellis.

25-2048W 53-pc. set Service for 8 **Pay only 26.97**

25-2031W 79-pc. set Service for 12 **Pay only 39.99**

WIND 'N' WHEAT

A spray of graceful wheat in shades of butterscotch and brown implanted on a field of white.

25-2007W 53-pc. set Service for 8 **Pay only 26.97**

25-1891W 79-pc. set Service for 12 **Pay only 39.99**

FLOWER SONG

A spray of blue daisies with yellow accents amid green foliage.

25-2023W 53-pc. set Service for 8 **Pay only 26.97**

25-2015W 79-pc. set Service for 12 **Pay only 39.99**

TULIP TREE

Radiant tan and golden tracery superbly silhouetted against a background of white.

25-1983W 53-pc. set Service for 8 **Pay only 26.97**

25-1843W 79-pc. set Service for 12 **Pay only 39.99**

TEXAS-WARE

MAGNIFICENT MELMAC® DINNERWARE

Carries mfr's 2-year guarantee against chipping, cracking, breaking in normal use. Upon receipt, defective pieces replaced free. Include 25c for return postage.

This is the dinnerware styled for modern living: Use it for guests, the patio, everyday meals. Note the modern coupe shape of the plates, the graceful footed cups and bowls, the dramatic use of color and pattern. Famous Texas Ware adds so much more to Melmac® dinnerware That's why more people select Texas Ware than any other brand.

SET COMPOSITION AND WEIGHT

53-pc. set 8 dinner and 8 salad plates, 8 cups, 8 saucers, 8 soup/cereal and 8 dessert/fruit bowls; platter, serving bowl, creamer, sugar with lid. Wt. 16 lbs.

79-pc. set 12 dinner and 12 salad plates, 12 cups, 12 saucers, 12 soup/cereal and 12 dessert/fruit bowls, 2 platters, 2 serving bowls, creamer, sugar with lid. Wt. 22 lbs.

79-pc. Set is semi-mailable — see page 779

HARVEST Decorative sheaf of ripe oats in browns and greens create a carefree pattern. Decorated dinner plates, saucers, platter. Sandalwood solid-color pieces.

25-0852 W 53 pc. Service for 8.....Pay Only **26.97**
25-0860 W 79 pc. Service for 12.....Pay Only **39.97**

CREATION Enchanting lavender blossoms, sprigs of buds. Decorated dinner plates, saucers, platter Lavender solid color pieces.

25-1322 W 53 pc. Service for 8 Pay Only **26.97**
25-1330 W 79 pc. Service for 12 Pay Only **39.97**

HAVEN Haven of colors — beige tones, browns, apricot. Decorated dinner plates saucers, platter. Apricot solid-color pieces

25-1348 W 53 pc. Service for 8 . . Pay Only **26.97**
25-1355 W 79 pc. Service for 12. Pay Only **39.97**

SHIBUI Canyon brown stems of white flowers and pink berries on stippled background of beige Decorated dinner plates, saucers, platter Pink solid-color pieces.

25-3351 W 53 pc. Service for 8 Pay Only **26.97**
25-3369 W 79 pc. Service for 12. . Pay Only **39.97**

GOLD WHEAT Translucent white molded melamine enhanced by a classic pattern in rich golden tones. Dinner plates, saucers, platter decorated

25-0795 W 53 pc. Service for 8. . . Pay Only **26.97**
25-0803 W 79 pc. Service for 12. . Pay Only **39.97**

NORDICA Simplicity of satiny white allows free use of color in accessories. Has larger 7¾" sandwich/salad plates rather than regular 6¾" salad.

25-3377 W 53 pc. Service for 8. . Pay Only **26.97**
25-3385 W 79 pc. Service for 12 Pay Only **39.97**

GOLD SPRAY Turquoise flowers on golden foliage Decorated dinner plates saucers, platter. Turquoise solid-color pieces.

25-0837 W 53 pc. Service for 8. Pay Only **26.97**
25-0845 W 79 pc. Service for 12 Pay Only **39.97**

OPEN STOCK AVAILABLE ON ALL PATTERNS

BRANCHELL MELMAC® DINNERWARE

HOUSE & GARDEN COLOR-MATCHED FOR '62

All cups have new glaze to resist coffee and tea stains

These fresh, fashion-right patterns have not only been recognized by one of the nation's top home magazines . . . but also by many of America's finest homemakers as well. Moderately priced . . . yet Branchell has many *De luxe* features: Full 53 piece service for eight, glaze-process cups, gracefully contoured designs, recessed handles on servers, full 10" dinner plates . . . and of course, safe in automatic dishwashers. Mfrs. 1-yr. replacement guarantee is packed in every set. You get so *much* for so little!

COMPOSITION: 53-pc. Service for 8 Consists of 8 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Salad Plates, Cups, Lug Soup Bowls, Fruit Dishes; 1 each: Platter, Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt. 15½ lbs.

GOLDEN BELL—A just-picked spray of golden-dewed flowers on soft white.

25-2874W 53-pc. set Serv. for 8 Pay only **26.97**

25-2213W 79-pc. set Serv. for 12 Pay only **39.99**

COMPOSITION: 79-pc. Service for 12 Consists of 12 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Salad Plates, Cups, Lug Soup Bowls, Fruit Dishes; 1 each: Platter, Chop Plate, Vegetable Bowl, Divided Vegetable Bowl (white), Creamer, Sugar Bowl, Sugar Lid. 25 lbs. Semi-mailable—see page 779.

ENGLISH IVY—Its wreath of greenery and gold accents on a gleaming white field are self-complementary.

25-1835W 53-pc. set Service for 8 Pay only **26.97**

25-4110W 79-pc. set Service for 12 Pay only **39.99**

BRANCHELL MELMAC® DINNERWARE—Six distinguished patterns priced to meet every budget! Here is beautiful break-resistant melamine, practical, economical, easy to handle, use and care for. Makes a perfect gift to give or receive. Open stock available—write to GMC Dept. 25F for information.

COUNTRY GARDEN

A border design of lavender and pink blossoms with green leafage intertwined on a garden trellis.

25-2048W 53-pc. set Service for 8 Pay only **26.97**

25-2031W 79-pc. set Service for 12 Pay only **39.99**

WIND 'N' WHEAT

A spray of graceful wheat in shades of butterscotch and brown implanted on a field of white.

25-2807W 53-pc. set Service for 8 Pay only **26.97**

25-1991W 79-pc. set Service for 12 Pay only **39.99**

FLOWER SONG

A spray of blue daisies with yellow accents amid green foliage.

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SET COMPOSITION AND WEIGHT

53-pc. set 8 dinner and 8 salad plates, 8 cups, 8 saucers, 8 soup/cereal and 8 dessert/fruit bowls; platter, serving bowl, creamer, sugar with lid. Wt. 16 lbs.

79-pc. set 12 dinner and 12 salad plates, 12 cups, 12 saucers, 12 soup/cereal and 12 dessert/fruit bowls, 2 platters, 2 serving bowls, creamer, sugar with lid. Wt. 22 lbs.

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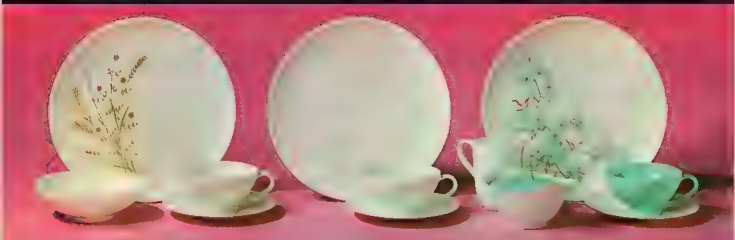

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OPEN STOCK AVAILABLE ON ALL PATTERNS

Brill CASUAL PINE FURNITURE

Styled for comfort, beauty and lasting service . . . smart, Western Pine offers a casual, yet smart look

Pieces are equipped with no-sag spring units; rubberized hair filled cushions have 3 in. boxing, breathable naugaweave cover, silver plastic welt. *Specify* pine cone (medium brown) or natural (clear soft satin) wood finish and rock rose, mocha, blue cerulean or meadow green cushion color Shipped FOB, Mich Allow 3 weeks.

A B Love Seats. 30" high, 51" long, 32" wide
A **FA-95381 X4597** Left hand. 32 lbs. **Ret. 72.90**
B **FA-95382 X4597** Right hand. 32 lbs. **Ret. 72.90**

C Corner Table 26" high, 26¾" long, 26¾" wide.
FA-95383 X2047 Ship wt 24 lbs. . . . **Retail 31 80**

D Step End Table, 26" high, 26¾" wide, 12" high.
FA-95374 X1487 Ship. wt. 18 lbs. . . . . **Retail 21 80**

E Cocktail Table 30" diam, 16" high.
FA-95375 X1397 Ship wt. 18 lbs. . **Retail 21.80**

F Bar 41" high, 47" long, 15" wide.
FA-95376 X2697 Ship. wt. 65 lbs. . . . . **Retail 42.90**

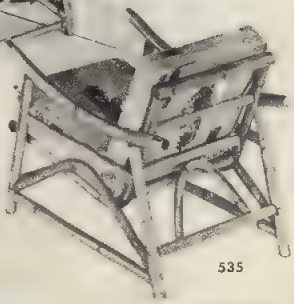
G H Bar Stools 14" diam.
G **FA-95377 X1247** 30" high. 16 lbs. . **Retail 19.50**
H **FA-95378 X1247** 23" high. 15 lbs. **Retail 19 50**

J Lounge Chair, 39" high, 30" long, 32" wide.
FA-95379 X3347 Ship. wt. 40 lbs. . . . **Retail 52.90**

K Ottoman, 15" high, 27" long, 22" wide.
FA-95380 X1447 Ship. wt. 20 lbs. . . **Retail 22 90**

Smart, Graceful rattan Furniture . . . in Fashionable spice Finish!

Casual Living at its Best



Smart, graceful rattan furniture in newest "KYOTO" group. Handsome Spice Finish blends well with any room decor . . . ideally suitable for living room, den, patio, recreation room, etc. Back and Seat Cushions are soft, comfortable polyfoam with zippered covers of Inca Brown print material. Table tops are of teak mar-proof plastic Easily wiped clean with a damp cloth FOB Florida or Calif.

LOUNGE CHAIR. 26x24x27 in. high
FA-95369 X3595 Wt. 30 lbs. . . . . **Retail 56.00**
3-PC. SECTIONAL. 66x24x27 in. high
FA-95370 X9795 Wt. 80 lbs. . . . **Retail 154.00**
END TABLE. 24x18x14 in. high
FA-95371 X1495 Wt. 12 lbs. . . . **Retail 24.00**
CORNER/COCKTAIL Table. 30x30x14" high
FA-95372 X2295 Wt. 20 lbs. . . . . **Retail 35.00**
TABLE LAMP 34 in high with shade
FA-95373 X1845 Wt. 16 lbs. . . . **Retail 29.00**

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MARKLIN, world leader in HO equipment. Thrillingly detailed selection of passenger and freight trains from most of the countries of the world. plus working accessories that bring exciting realism to model railroading

CORGI® Toys. Each authentic scale model is built with fine English precision ..priced to give you a bigger markup. Two realistic new models are introduced each month An ingenious display boosts sales.

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MARINE PLUMBING SPECIALISTS

Gross fittings and accessories, product of Gross Mechanical Laboratories, 1530 Russell St., Baltimore 30, Md., have been chosen for installation in the cruisers and yachts of many of the country's leading boatbuilders.

Gross specializes in such equipment as closets, both hand and electric; water systems of various capacities; seacocks and strainers for water lines; filters for fuel lines; stuffing boxes for shaft logs; and pumps, self-priming and submersible. Groco chlorinators are available for all their closets.

TWO-BURNER ALCOHOL STOVE

Hiller's new two-burner alcohol range-oven has the same construction as its three-burner model, except that its size is more compact; the unit is 14 inches deep. Features include porcelain enamel top, front and oven interior, chrome trim and gimbal fittings. Various size separate fuel tanks are available. Paul W. Hiller, 315 N. Avalon Blvd., Wilmington, Calif.

RYBOVICH CUSTOM CRUISERS

For 40 years custom cruisers have been built by Rybovich & Sons Boat Works, Inc., 1200 N. Dixie, West Palm Beach, Fla. For the past ten years this builder has been specializing in sport cruisers for fishing. One of the latest of these is Miss Chevy IV.

DAYTONA MARINA

Daytona Marina and Boat Works, 645 S. Beach St., Daytona Beach, Fla., offers a landlocked basin with transient slips, free overnight dockage, storage, two marine railways, two marine lifts to 120', marine supplies, club room, restaurant, water and electricity to visiting yachtsmen.

HOW TO USE A WINCH-HOIST

Eighteen ways to use the portable My-te electric winch-hoist are shown in new bulletin M-62, offered by City Engineering Co., Inc., 3547 Massachusetts Ave., Indianapolis 18, Ind.

Applications include lifting, loading, pulling and handling operations, truck loading and pulling jobs, hose reeling, boat and anchor hoisting—even a hillside elevator.

My-te can lift 2500 pounds and pull 5000 pounds with double line. Weighing only 60 lbs., it is portable; mounts on truck, car, boat—anywhere.

There are three My-te winches and hoists available: a battery-powered model, a 115-volt AC model, and a utility winch which operates on both battery and 115-volt AC power. Remote controls are standard equipment.

STAINLESS STEEL SAILBOAT FITTINGS

Atlantic Yacht Supplies offers an extensive line of stainless steel turnbuckles, shackles and other sailboat fittings. Included is Seaboard's Quick-Rig, a come-apart turnbuckle designed to make easy work of de-masting and re-rigging trailered boats. Also available are conventional turnbuckles, machined from solid 18-8 stainless, with breaking strengths more than double those of the wire stays and shrouds with which they are used. Atlantic Yacht Supplies, Ltd., 123 Chambers St., New York 7, N.Y.

FOR COMFORTABLE COOL-WEATHER CRUISING

Portable heaters that weigh only 2½ pounds are made by the Thermolator Corp., 1628 Victory Blvd., Glendale, Calif. Cases stay cool to touch and are scratch-resistant. Dimensions are 5¾" by 4¾" by 4¾".

AHRCO HOSE

Ahrco Marine exhaust hose, reinforced with wire for flexibility, is available in specified lengths, with or without soft cuffs. Ahrco Chicago, 130 N. Jefferson St., Chicago 6, Ill.

BROADWATER BOATS

Value Leaders for '62

17' Runabout $449

Runabout. Whether you want to fish, ski, skin dive, or just speed about, this is the boat for YOU. You'll be amazed at the size of the cockpit—5 ft. wide by 7 ft. long. High sides, wide beam, and deep vee make her the driest, best riding utility you've commanded. Speeds to 26 mph. with 40 hp. Fully equipped only $699, or ready to paint less glass, $449.

17' Compact Cruiser $599

17' Compact Cruiser. Leave it to Broadwater to develop the outstanding Compact of '61. We tried to improve her for '62, but the only thing we could find to change was the enclosure for the toilet. And as usual, BROADWATER price is the best in the popular price field. Only $599 in ready to paint form, or $995 finished.

"Broadwater 20" $789

Broadwater 20. The result of three years of basic refinement. Foam bunks for two, 66" headroom, complete galley, enclosed toilet, spacious cockpit. Rugged ½" bottom, 1½" transoms. Only $1695 fully equipped, or $789 in ready to paint form.

24' Bay Breeze $1495

24' Bay Breeze. Here is the boat you asked us to build and at a price you can afford. Sleeps family of four. Has dinette, enclosed toilet, galley. Fully equipped, powered with 185 hp. Interceptor, only $3995. Or ready to paint less glass, paint, hardware, $1495.

Write Today or See Your Dealer

BROADWATER BOAT CO.

Rt. 214, Edgewater, Md.

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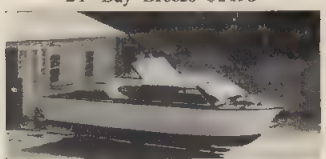

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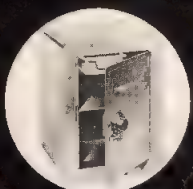
Hollywood
MOVIE THEATRE—$8.95

Professional
WALKIE TALKIE—$4.95



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Jr. Press Photographers
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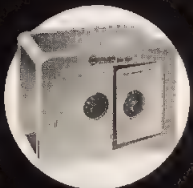

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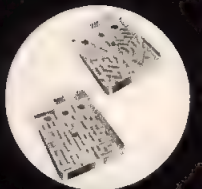
CAMERA—$1.95



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ELECTRIC MAZE GAME—$3.95

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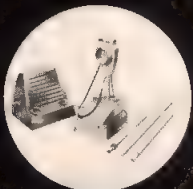

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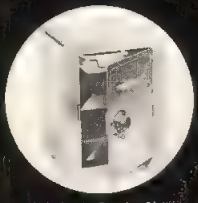

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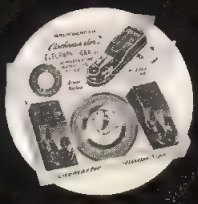

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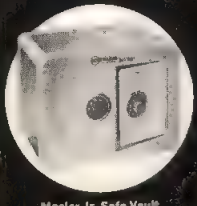

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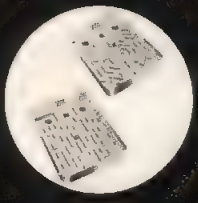

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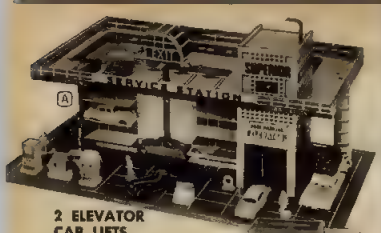
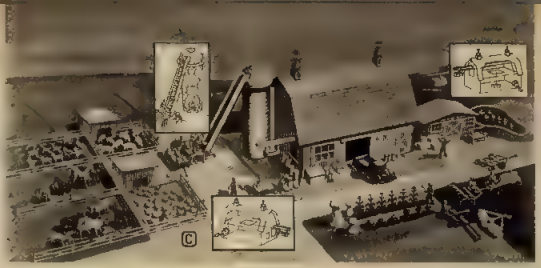
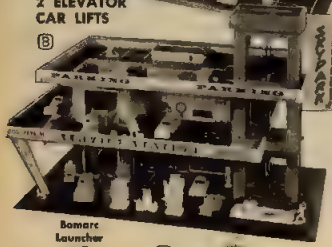






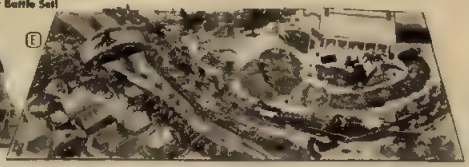
(A) DELUXE SERVICE STATION. Big, two-story metal model with roof parking area and 4-level front parking rack. Has two finger-tip controlled elevators. All metal parts have safety rounded edges. Includes modern poly cars, plastic pumps, other accessories and service attendants. Finished in bright colors. Size is 14½x25" long, 12" high. 6 lbs.
2T3X397 .....**Retail $6.00**

(B) MOTORIZED 3-LEVEL SERVICE STATION AND PARKING GARAGE. Electric switch operates car lift. Great fun for the jr. mechanic as he lifts cars to parking levels. Latest design with safety edges. Complete with plastic pumps, cars, trucks, accessories and attendants. 17¼x14¼x28½" long.
2T2X665 9 lbs. .....**Retail $10.00**

(C) 165-PIECE "BLUE RIBBON" FARM SET WITH MECHANIZED BARN. Big 9x12x23" long barn has mechanical hay lift and litter carrier. Mechanical conveyor loads silo. Barn, 12" silo, machine shop, chicken coop, pig pen, are lithographed metal. All other equipment, animals, farmhands, truck, tractor, etc., are unbreakable poly.
2T5X665 7 lbs. .....**Retail $10.00**

Bomarc Launcher really fires!

Big Civil War Battle Set!



Pellet shooting cannons

(D) MARX AMERICAN AIRLINES ASTROJET PORT SET. Complete with commercial and military jets, missiles, flying helicopter, service vehicles, passengers, flight personnel, and dozens of other pieces, plus record that plays real airport sounds. Administration bldg. has control tower, observation wings, boarding ramps. 2 metal hangars.
2T11X865 8 lbs. ..... **Retail $12.98**

(E) MARX 300-PC. "BLUE & GRAY" BATTLE SET. With mortar that shoots cannon balls, bunker that explodes, dozens of Union and Confederate soldiers to recreate any Civil War battle. Also includes pistol that fires caps and bullets, battle sound effects, and instructions on how to play this fascinating game.
2T12X997 7½ lbs. .....**Retail $14.98**

(F) FORT CHEYENNE WESTERN SET. Has big 9x20x30" long plastic stockade with metal bunk house, movable block house, pellet shooting cannons, covered wagons, and lots of soldiers, cowboys, Indians, and horses for action galore. Young western fans will find hours of fun and entertainment.
2T4X397 4½ lbs. ..... **Retail $4.00**

(G) STRUCTO RID-ER FIRE TRUCK. Sturdy, heavy-guage steel. Fmished in bright red crack-and-chip proof enamel. Crank operated siren on hood. Easy-action steering wheel guides truck. Has roomy hauling compartment in rear, four rubber-tire wheels, non-mar rubber bumper to protect furniture. Size: 12¾x10½x25½" long.
2T15X730 16 lbs. .....**Retail $11.00**

(H) BUDDY L SIT-N-RIDE HOOK AND LADDER. Flashing red warning light is built into cab roof. Truck is sturdy steel construction finished in bright red enamel. Removable seat permits aerial ladder to revolve, elevate, extend to 39". Whitewall "no-mar" tires. Poly grille guard. 19½x8¼x26¾" long.
2T13X597 6½ lbs. ..... **Retail $8.95**

(J) BUDDY L SIT-N-RIDE WRECKER. Dual-tone air horn sounds the way. Seat and operating boom can be removed to convert truck to payload hauler. Tough steel construction with turquoise enamel finish. Has easy action auto-type knuckle steering. No-mar rubber wheels. 8¼x24½" long, 11¾" high.
2T14X530 8½ lbs. .....**Retail $7.98**

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Buddy L

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Contestants listen carefully to the rules of the tournament. —

Donald F. Duncan, Jr., President and Jack Duncan, Vice President, present $5000 scholarship award to Richard Lee Woodward, Memphis, Tennessee.

A contestant performs "the creeper" perfectly.

Senior executives of the Donald F. Duncan Company congratulate the national champion.

2nd annual Duncan Yo-Yo Return Top Contests start September 1st...New Winners!...$5000 Scholarship Award!...more trips to Disneyland! ...plus Thousands of Additional Prizes!

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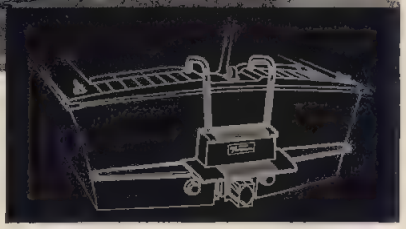

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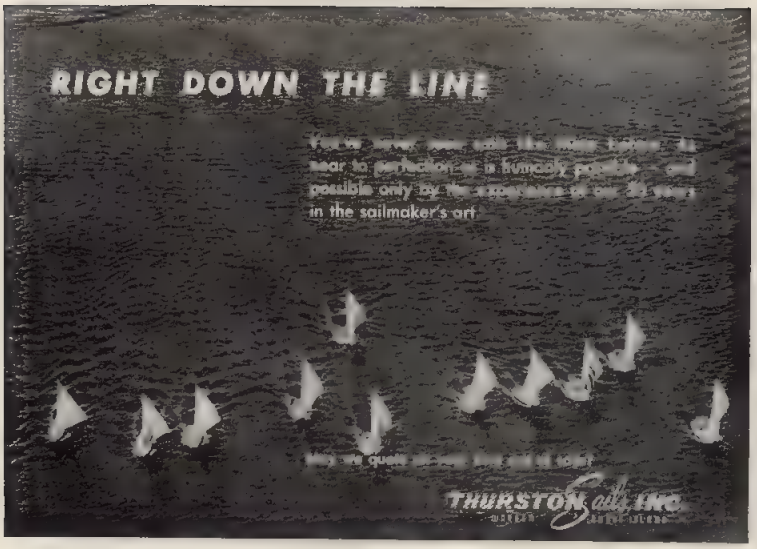


America at Fortaleza, Brazil, with 106 consecutive days at sea in his log. As if this was not enough to prove whatever point he was trying to make, six years ago he sailed the 21½-tonner Sirco from Buenos Aires to New York (7100 miles), with a stop over in Bermuda to refit.

★ ★ ★ ★

Nassau's big spring sailing carnival, heretofore called Bahamas Regatta Week, is going to need a new name this year on account of not only is the event going to be two weeks long but the weeks will be some distance apart.

The Bahamas capital won't even have the ocean racers out of its palm-ringed hair before the Five-Point Five sailors move in. On the day after the prize giving for the Miami-Nassau and Nassau Cup deepwater races, probably Feb. 18, the F-P-F's will begin series racing for two trophies, the Duke of Edinburgh and the Commodore Harold Johnson Memorial. Then there will be a period during which the Nassauvians can catch up on their rest and business before the Finn Monotype invasion is upon them.

The Finns will race from March 11 through the 17th, opening with a five-race series for the Poona Trophy and then seven races for the North American championship.

Nothing to do with yachting as we know it, but the annual Out Island regatta for Bahamian work boats is scheduled for George Town, April 26-28.

The Five-Point-Five competition should be keen. George O'Day plans to take Minotaur, his Olympic champion, down to the islands and Monroe Hemmerdinger is cruising in aboard his yawl Gulfstream and bringing Aries with him. Tom Vickery will have the stick in the 5.5. There will be two Nassau boats, one to be sailed by Durward Knowles, the Star expert, and the other by Bobby Symonette, if he can arrange a charter for a U.S. boat. His own is still in England. Ernie Fay's new boat will not be ready in time so he will be there with Sabre, the 1961 American champion, and brother Albert will bring Flame. Further international flavor will be provided by the presence of Senor Emilio Estrada of Ecuador who has entered Pipo, hoping to get his boys out of school to crew for him.

Rope Yarns: Ted Hood has a new Robin, a 45-foot, Dutch-built, steel yawl of his design. She arrived in this country with two centerboards but the versatile Marblehead was leaning toward a single high aspect ratio board when he left home late in November to start Robin on her way to Florida for the Southern Ocean Racing Conference campaign. . . . Something new in team races. Flying Dutchman sloops versus catamarans. In a seven mile race over a modified Gold Cup course in Biscayne Bay a team of cats" comprising Chuck Lynch's new 21-footer with a full batten Class E scow mainsail, a new Darlow with large main, two of the latest Thais from England and a Cougar, defeated two "hot" Dutchmen and three lukewarm units of the class, 28 to 27¼. A Dutchman sailed by Pat and Jack Duane was first to finish and Ding Schoonmaker finished after Lynch and one of the Thai cats. . . . Peder Lunde, the Norwegian lad who won the Olympic gold medal in the Flying Dutchman Class, is now a student at Georgia Southern College and will be sailing a new fiberglass boat in the FD world championship at St. Petersburg.

A California-built boat is winning in Florida. She is Bill Burchenal's new Kettenburg 40, Osprey III, which beat Jack Powell's Paper Tiger by 16 minutes for first prize in the 16th annual Tampa-Fort Myers race. Lew Masters' 36-foot sloop Marelen III, which had won this 125-mile test five times, was first in Class B.

all live power...no dead weight

Just over 100 pounds*
Yet, it develops a good 30 hp to lift skiers in deep water starts and push stock boats faster than 30 mph. Trolls like a three hp Uses less than three gallons of fuel per hour wide open.

See the new, compact, all purpose Bundy outboard motors at the boat shows. Or visit your local Bundy dealer. He's listed in the Yellow Pages and has a wide selection of boats and trailers to go with a new Bundy 500 for less than $2,000 complete. Or write Bundy Marine, Dept. N1, Mountainside, N.J.

*with electric starter and alternator. Manual starting model 95 pounds.

BUNDY 500cc / *from Italy*
available in selected areas

30 hp

ANOTHER YACHTING FIRST WITH THAT BURGER TOUCH

Photographed by Peter Bylow

Enclosed pilothouse equipped with the newest navigational gear and controls.

Luxurious 25' deckhouse with dining area and adjacent galley.

Spacious afterdeck is a delightful spot to entertain.

Beam, wide master stateroom is customized and beautifully furnished.

Sparkling galley features built-in appliances.

The largest aluminum cruiser ever built in this country . . . that's one of the honors this 83' Burger holds. It's another important first for the trend-setting Burger fleet. This Burger-built, Hargrave-designed yacht boasts a rugged, all-welded aluminum hull. She handles beautifully . . . cruises quietly and smoothly at 15 knots.

Like every Burger, she's distinctively styled to her owner's wishes. Notice the pilot house is placed well forward . . . allowing a magnificent 25' deckhouse with dining area and adjacent galley topside.

Trend setting design . . . built to the unmatched standards of the Burger Yard . . . customized to your wishes — that's what we and our proud owners like to call the Burger Touch.

BURGER

BOAT COMPANY INC., MANITOWOC, WISCONSIN

You can continue to look to Burger for leadership in fine yachts — in aluminum and steel.

CONTACT BURGER BOAT AT THE ESSEX HOUSE DURING THE NEW YORK BOAT SHOW.

EASTERN SEA SKIFFS

■ Eastern Sea Skiffs, Inc., Maplewood, N. J., have a new 18′ lapstrake skiff. Planking is ½″ mahogany, ribs on 6″ centers. Transom is 2″ thick with 1″ vertical course on the interior and 1″ horizontal course on the exterior. Beam is 7′6″ and the depth is 3′6″. Comes either for outboard power or the inboard/outboard power units.

Standard equipment includes ventilating mahogany windshield with two sets of hardware on each side; hatch in forward deck; storage locker under forward deck; anchor line locker; forward and aft facing mahogany seats with walk-through; mahogany instrument panel; safety glass throughout.

The fine forefoot and generous deadrise provide a soft ride in rough water.

Eastern's 23′ Hardtop Skiff took all honors in the Brick Township Sea Skiff races on Barnegat Bay in 1961 by winning three trophies. She is 22′11″ centerline length, 8′9″ beam with generous freeboard fore and aft.

FORSBERG BOAT WORKS

■ A line of five Jersey Skiffs is built by Forsberg Boat Works, Inc., 1692 West End Drive, Point Pleasant, N J. All models have copper-riveted reinforced lapstrake construction, sport or permanent top, safety glass windshield, self-bailing cockpit, Monel gas tank and deck hardware. Power is a Palmer or Volvo-Penta engine or choice of outboard motors.

The 16′ skiff, a ski boat designed for inboard or outboard power to 125 hp, provides speeds to 40 mph. The new 19-footer, suitable for inboard, outboard or Volvo power is an all-purpose craft.

The 22 accommodates a light twin-screw installation. Also adaptable to twin power is the 24. Both offer high speeds and are available on a semi-custom plan, permitting choice of layout and power.

STRIKER

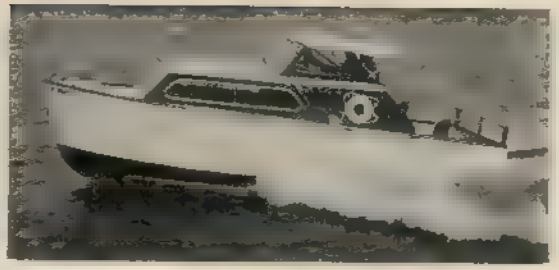
■ Striker all-aluminum boats, steel-built cruisers until 1962, range in length from 29′ to 43′. Phil Bolger-designed, these rugged craft are all powered by Ford Diesel 98 hp engines with hydraulic reverse gear and 2:1 reduction gear. They sleep three to six and offer a choice of cabin arrangements. Formica is used to finish cabin interiors; hulls are high-tensile aluminum, salt water-resistant and all-welded. The Striker comes fully equipped, including aluminum tripod tower with either double or single steering stations.

The 29′ Sport Fisherman, fully equipped with aluminum tripod tower and dual stations is priced at $12,500; with standard tower and single station (East Coast). $11,900

The 34′ Sport Fisherman, fully equipped with aluminum tripod tower and dual stations is priced at $20,350; with standard tower and single station (East Coast). $19,500

Striker Boats, Pompano Beach, Fla.

Right: Steel cruiser built by Douglass Scott Development Corp., Cleveland 11, Ohio, is a 26-footer powered by 200 hp Crusader. Sleeping accommodations for four, with full headroom throughout. Other models are also available

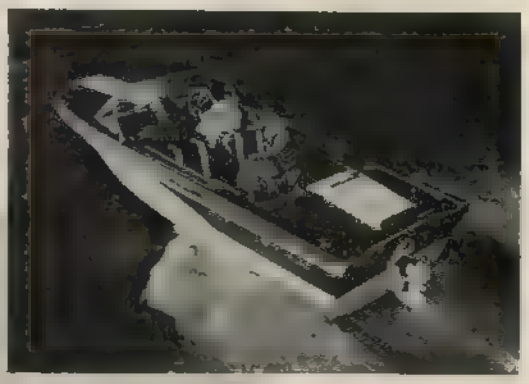


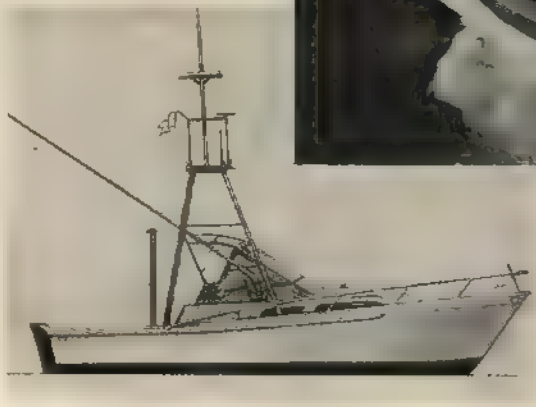
Left. Old Town lapstrake "17-6" is one of the '62 models built by Old Town Canoe Co., Old Town, Maine. Power is a 100-hp Interceptor with Eaton Powernaut Drive.

EASTERN SEA SKIFFS' 23-FOOTER WITH SHELTER TOP

THE FORSBERG 22 OPEN SEA SKIFF

Right: Glastron Boat Co., Austin, Texas, uses Volvo-Penta inboard with outboard drive in Bayflite DeVille 1600. The 16-footer is one of company's varied line.





STRIKER BOATS, FORMERLY OF STEEL, ARE NOW BUILT OF ALUMINUM

ANOTHER YACHTING FIRST WITH THAT BURGER TOUCH

Photographed by Peter Barlow

Enclosed pilothouse equipped with the newest navigational gear and controls.

Luxurious 25' deckhouse with dining area and adjacent galley.

Spacious afterdeck is a delightful spot to entertain.

Beam, wide master stateroom is customized and beautifully finished.

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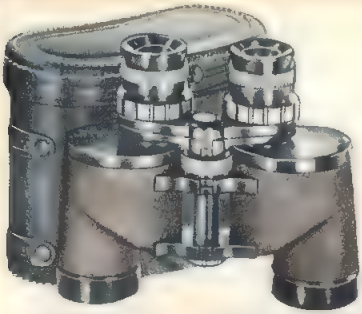

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BUSHNELL "SPACE-MASTER" WITH 35MM REFLEX ADAPTER

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3082V9150—This prism telescope system affords outstandingly telephotography. Fitted with a 15-power eyepiece, it zooms from 750 to 1500 mm. Magnification positions are clearly engraved by F-value and focal length for quick, accurate framing and shutter settings, finger-tip focusing. Perfect alignment with direct connection between camera body and Spacemaster. Spacemaster may be used with most 35 mm single lens reflex cameras. Specify camera name and model number. Lightweight—only 39 oz. Complete with Spacemaster, 15X eyepiece and camera adapter. Additional information upon request.
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• BUILT-IN TRIPOD ADAPTER
• BUILT-IN ULTRAVIOLET FILTERS

8869V7168—A striking advanced sculptured design . . . famous Bushnell quality . . . popular 7 x 35 size . . . all contributing factors to the story of these superb binoculars. Retractable eyecups of non marring nylon permits viewer wearing eyeglasses the full advantage of the 404' field of view. Ultraviolet filter assures eye protection against glare. Center focus plus right ocular lens adjustment. Complete with case and straps. Made in Japan.
Retail $89.50

BUSHNELL TELEVAR TELEPHOTO UNIT

3085V4700—A new precision ground zoom camera lens for single lens reflex cameras at an economical price. The Tele Var variable focal length lens zooms from 350 mm to 850 mm—with precise focus at all focal lengths. F/values range from f/8 to f/16. Designed for cameras having fully interchangeable lenses and focal plane shutters. Fast dimple attachment. 7½" long, wt. 19 oz. Enables 35 mm single lens reflex camera owner telephotography. Specify camera name and model number.
Retail $59.50

3084V3960—Similar to the above but does not zoom. Fits cameras with non-removable lens or behind-the lens shutters. Converts camera with normal 50 mm lens to 325 mm F/8. 80 mm lens to 500 mm. F/11. 6" long, wt. 16 oz. Specify camera name and model number.
Retail $49.50

It's always sailing weather in

BERMUDA

Bermuda's courses are tough on par, but fun to play. Try deep-sea fishing too. Visitors are invited to participate in tournaments.

Want to cruise? Or race? Bermuda is one of the world's great sailing areas. Sail leisurely among the Islands, slip into a quiet cove at day's end. Cruise off shore for deepsea fishing. You can charter a boat, with expert captain and crew. Rates are reasonable. For a real thrill, sail a Sunfish, a 14-ft. fibre glass planing hull with sail. International One-Designs, International 14-ft. Dinghys, and Luders 16's race regularly. There's fun ashore too . . . golf and tennis, sightseeing and shopping, dining and dancing. Bermuda's only a few hours from New York by luxury airliner or a weekend trip by ocean liner. See your travel agent or write: "BERMUDA", 620 Fifth Avenue. New York 20, N. Y

GRAY HAS MORE THAT'S NEW FOR '62!

NEW

Two flashing all-aluminum Fireball V8's, both fresh water cooled . . . 490 lbs., 136 and 150 hp . . . Lightest eng nos of their power built today! Alternator standard

A BIG premium V8 280 hp . . . a BIG Engine for BIG Boats . . . Alternator standard

Six pace-setting popular Fireball V8's 138 hp, 178 hp, 188 hp, 215 hp, 225 hp, and 238 hp.

NEW

Special models, engineered expressly for Stern Drive and Turbo Drive Alternator standard

. . . and all this in addition to Gray's five great 4-cycle Diesels, 25 to 190 hp

. . . AND THIS LINEUP PROVES IT

STANDARD DRIVE . . . STERN DRIVE . . . TURBO DRIVE
. . . 4's . . . 6's . . . V8's . . . GASOLINE AND DIESEL

WRITE FOR DESCRIPTIVE LITERATURE, AND SEE THEM AT THE SHOWS.

GRAYMARINE

GRAY MARINE MOTOR COMPANY
710 Canton Avenue • Detroit 7, Michigan

Here is a sampling of the great new Chris-Craft fleet for 1962. There are 17 models ranging from 16 to 60 feet, and they've been designed with imagination, built with skill, and furnished with good taste. A look at this new fleet firsthand will remind you that Chris-Craft has no peer when it comes to combining luxury, styling, comfort, seaworthiness, and spirited performance in a pleasure boat. Visit your dealer. Chris★Craft

1 New 37-ft. Tri Cabin Constellation. Sleeps six in three private cabins. Private staterooms fore and aft, large salon. Two lavatories. Twin V8 engines—370 hp. Yacht accommodations for $25,190. **2 New 20-ft Holiday.** Dramatic styling, luxurious appointments. Vinyl upholstered cockpit has reclining lounge and bucket seats forward. Powerful V8 engine options. From $4695. **3 New 32 ft. Constellation** has forward stateroom, roomy, luxurious main cabin. Sleeps six. Galley, private lavatory. Twin 185 hp V8 engines. $17,395. **4 New 60-ft. Motor Yacht,** queen of 1962 fleet, has three large double staterooms aft, crew's quarters forward. Dining salon and spacious main salon. Many diesel power options. From $139,995. For color literature, write Chris-Craft Corporation, Pompano Beach, Fla. (A subsidiary of the NAFI Corporation.)

(Bow and life rails, seats and compass extra on 32-ft. and 37-ft. models shown.)

(FOB prices and specifications subject to change without notice.)

all live power...no dead weight

Just over 100 pounds*
Yet, it develops a good 30 hp to lift skiers in deep water starts and push stock boats faster than 30 mph. Trolls like a three hp Uses less than three gallons of fuel per hour wide open.

See the new, compact, all-purpose Bundy outboard motors at the boat shows. Or visit your local Bundy dealer. He's listed in the Yellow Pages and has a wide selection of boats and trailers to go with a new Bundy 500 for less than $2 000 complete. Or write Bundy Marine, Dept. N1 Mountainside, N.J.

*With electric starter and alternator. Manual starting model —95 pounds.

BUNDY 500cc / *from Italy*
available in selected areas

30 hp

Two private staterooms (fore and aft), large main salon, two lavatories, luxury throughout, sleeps six in comfort, twin Chris-Craft V8 engines. Priced at $18,995!

NEW 1962 CUSTOM YACHT BY CAVALIER

The privacy and luxury that this boat offers used to cost thousands of dollars more (still does from other boat builders). For sleeping, three couples can each enjoy a private cabin! Roomy main salon has comfortable lounges, fully equipped, modern galley, and a convertible dinette. Dining table can also be set at cocktail table height. Two enclosed lavatories (shower optional). The styling is distinctive and new, the color-coordinated furnishings are of the highest quality. Twin 185-hp V8 Chris-Craft marine engines with hydraulic controls as standard equipment. Length 35 feet; beam 12 feet, eight inches. See the 1962 Cavalier value fleet, from 18 feet to 35 feet, at your dealer's today. Write for free literature: Cavalier Division, Chris-Craft Corp., Pompano Beach, Florida. Subsidiary of NAFI Corp.

Chris-Craft CAVALIER

World's Largest Builder of Motor Boats

The cabin is fully paneled, carpeted, and headlined. Standard equipment includes • draw draperies • foam mattresses • concealed stove • big icebox • access door from main cabin to walkaround deck • ventilating flybridge windshields • fully instrumented control station • cockpit and sundeck railings (forward rails optional) • abundant storage and wardrobe space • full headroom • twin beds with box springs and vanity in spacious aft stateroom •

© Chris-Craft Corp 1961

(FOB prices and specifications subject to change)

U. S. POWER SQUADRON'S NEW FLAGS AND INSIGNIA

(NATIONAL OFFICERS)

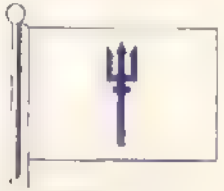
	OFFICE	RANK	SLEEVE INSIGNIA	CAP INSIGNIA	SLEEVE BRAID	FLAG (Trident Size for 16 x 24 Other Sizes in proportion)
1	Chief Commander	C/C	3 Gold Crossed Tridents (1¼ in.)	3 Gold Crossed Tridents (2 in.)	1 Two inch 1 Half inch Spaced ¼ in. apart	Blue Rectangular 3 Crossed White Tridents (12 inch)
2	Executive Officer	V/C	2 Gold Crossed Tridents (1¼ in.)	2 Gold Crossed Tridents (2 in.)	Two inch 1 Half inch Spaced ¼ in. apart	Red Rectangular 2 Crossed White Tridents 12 inch
2	Director of Education	V/C	Same as above	Same as above	Same as above	Same as above
2	Administrative Officer	V/C	Same as above	Same as above	Same as above	Same as above
2	Secretary	V/C	Same as above	Same as above	Same as above	Same as above
2	Treasurer	V/C	Same as above	Same as above	Same as above	Same as above
3	As Defined in By-Laws	R/C	One Gold Trident (1¼ in.)	One Gold Trident (2 inch)	1 Two inch 1 Half inch ¼ in. Apart	White Rectangular One Blue Trident 12 inch
4	As Defined in By-Laws	Sr/C	One Gold Trident (1¼ in.) without Cross Bar and with Interposed Circle	Same as for Rear Commander but without Cross Bar	1 Two inch	White Rectangular One Blue Trident (12 inch) without Cross Bar with Interposed Circle
5	Flag Lieutenant	F/Lt	Two Gold Crossed Speaking Trumpets ¾ inch long	Two Gold Crossed Speaking Trumpets ¾ inch long	1 Two inch	White Swallow Tail Two Blue Crossed Speaking Trumpets 12 in.)
6	Chaplain and Aides to Chief Commander	Aides C/C	Gold Binocular ½ inch across	Gold Binocular ½ inch across	Two inch	White Swallow Tail Blue Binoculars 8 inches in length
	General Member of Governing Board		One Gold Scallop Shell, ½ inch wide with base down	One Gold Scallop Shell, ½ inch wide with base down	Two inch	None

(DISTRICT OFFICERS)

	OFFICE	RANK	SLEEVE INSIGNIA	CAP INSIGNIA	BRAID	FLAG (Trident Size for 16 x 24 Other Sizes in Proportion)
7	District Commander		3 Gold Delta Tridents (1 inch) arranged same as Squadron Cdr	3 Gold Delta Tridents (5/8 in.) arranged same as Squadron Cdr	1 Two inch Apart	Blue Rectangular 3 White Delta Tridents (12 inch) arranged same as Squadron Cdr
8	District Executive Officer	D/Lt/C	2 Gold Delta Tridents (1 inch) arranged same as Squadron Lt/C	2 Gold Delta Tridents (5/8 in.) arranged same as Squadron Lt/C	1 One inch Apart	Red Rectangular White Delta Tridents (12 inch) arranged same as Squadron Lt/C
8	District Administrative Officer	D/Lt/C	Same as above	Same as above	Same as above	Same as above

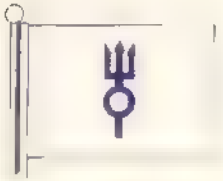
1. Chief Commander

2. Vice Commander—Executive Officer, Director of Education, Administrative Officer, National Secretary, National Treasurer



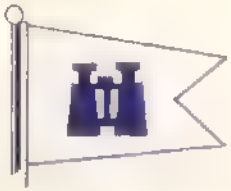
3. Rear Commanders (as defined in by-laws)

7. District Commander



4. Staff Commanders (as defined in by laws)

5. USPS Flag Lieutenant

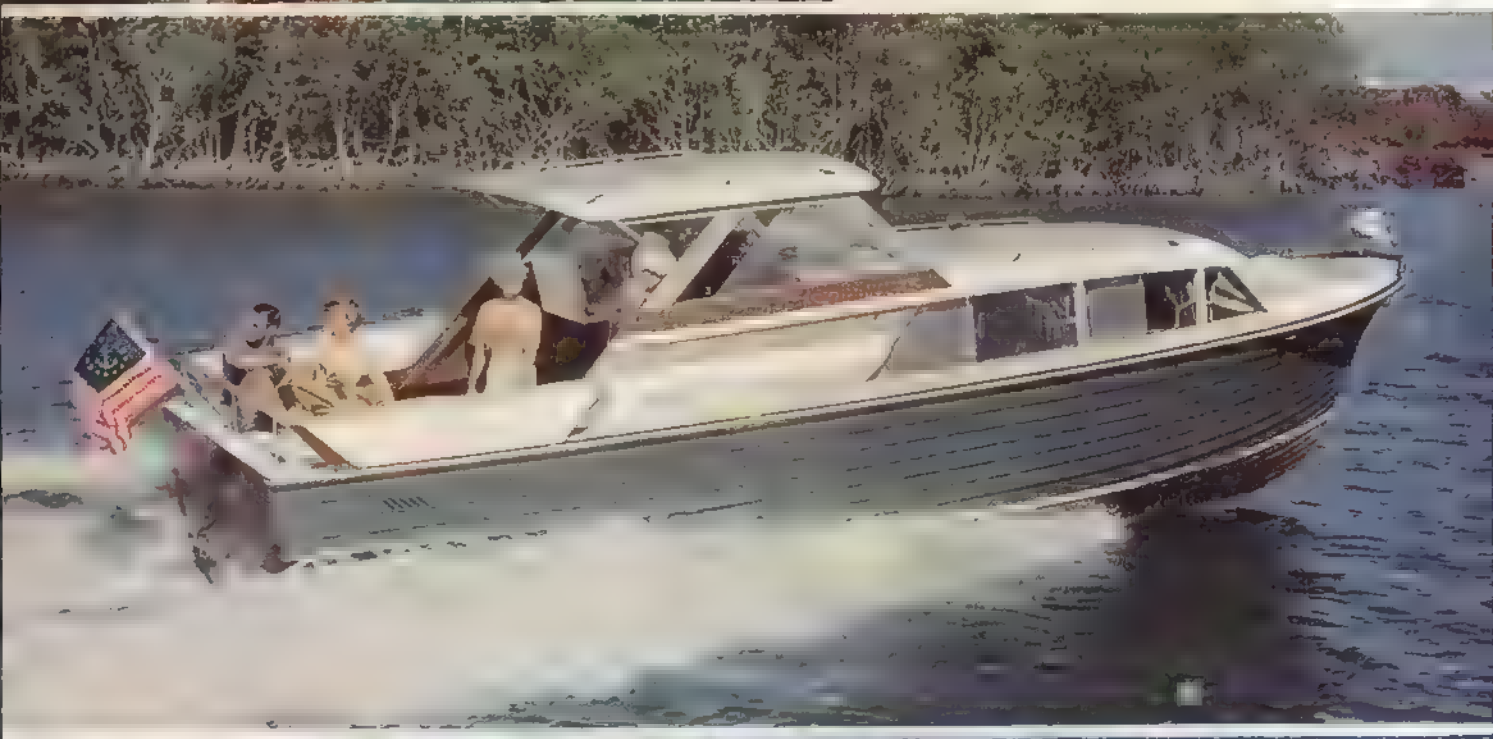


6. Aides to the Chief Commander National Chaplain

10. District Lieutenants (appointed District Officers and appointed Committee Chairmen other than Chaplain and Aides to District Commander)

A new dimension in luxury has been added to the traditional seaworthiness of this great fleet...

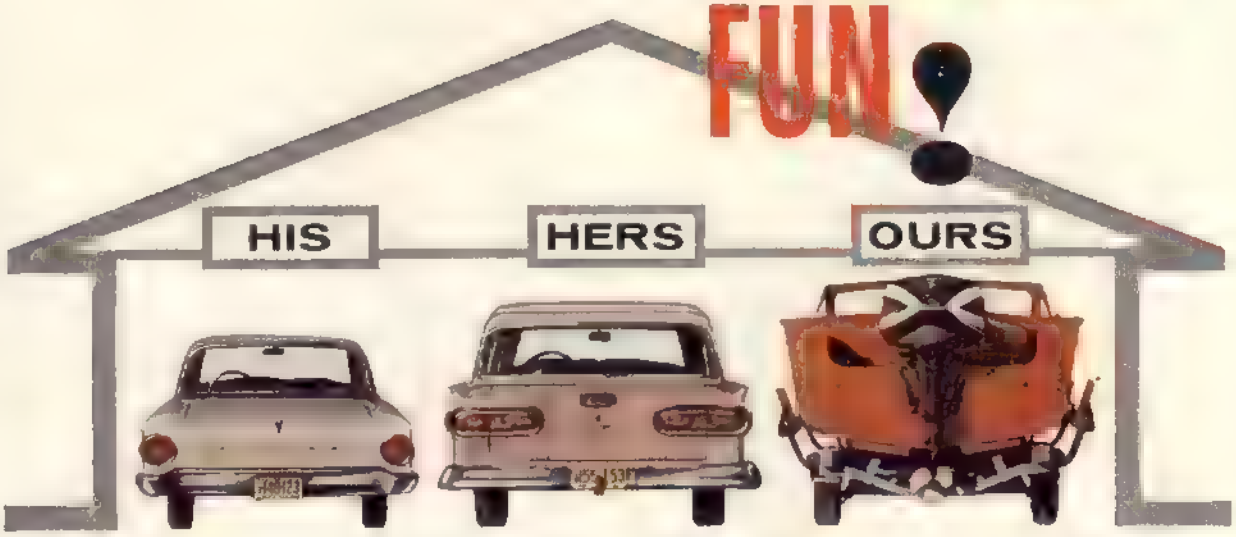
For smooth, dry riding on rough water, round-bilge, full-lapstrake Chris-Craft Sea Skiffs are unequalled. But for 1962, this venerable performance has been matched — with the kind of luxury and comfort that Sea Skiffs have never seen before. The result is truly worth a trip to your dealer.



Typical Custom Corinthian interior with deep pile carpeting, natural wood finish panelling, tasteful decor. Dinette slides into double berth, lounge converts to upper and lower berths. 32 ft. Custom Corinthian has a large main cabin and a private forward stateroom, comfortable cruising accommodations for six. Twin 185 hp V8's. 23-ft. Ranger is ideal for fishing, skiing, overnight cruising. It has a forward cabin which sleeps two on foam mattresses, and it is luxury furnished throughout. 185 hp V8 engine. 27-ft. Sportsman is available with hardtop, fishing bridge and dual control stations as shown. Single or twin 185 hp V8's. For extended cruising, galley and berths may be added. Open models are offered in lengths of 18, 20, 23 and 27 feet. In larger boats, a 30 ft. Sports Cruiser and Custom Corinthians of 30, 32, 37, and 42 feet are available. For free literature, write Sea Skiff Division, Chris-Craft Corporation, Pompano Beach, Florida. World's Largest Builder of Motor Boats. Subsidiary of NAFI Corp. (Specifications subject to change without notice.)

Chris-Craft — SEA SKIFFS

BOATING MEANS FAMILY FUN!

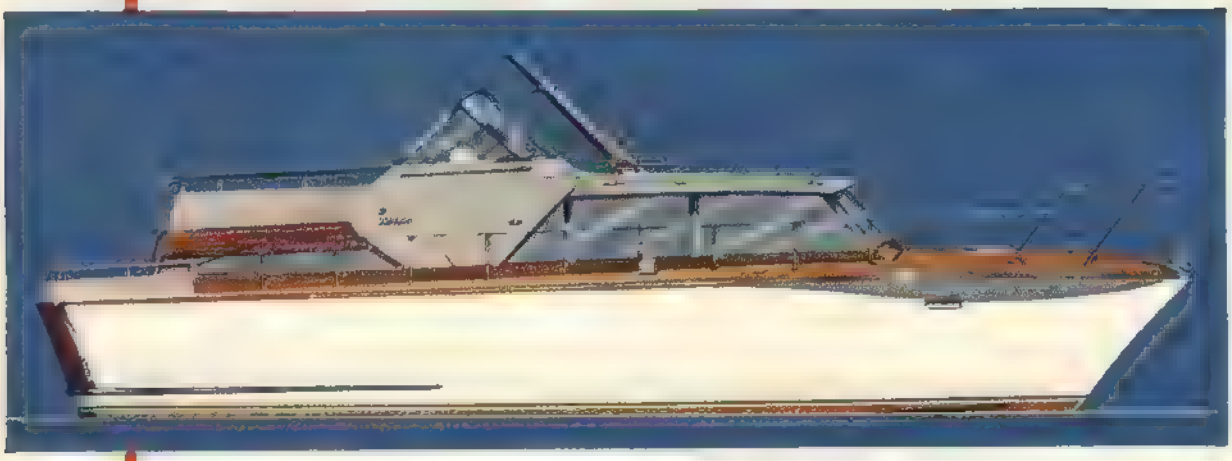


Keep a fun-making machine in your garage. Hitch your wagon to high adventure any holiday or weekend you choose. Share the happy metamorphosis of mind and soul that comes when the blue water widens between boat and dock. Enter the **push-button boating** age with the sure command that Evinrude's push-button electric shift gives you. Other advanced features, like automatic thermostat control, automatic choke, and electric motor tilt, make boating all play and no work. The only reason for boating is **fun.** A visit to your Evinrude dealer will show you how easy it is to have the **most** fun. Ask for free catalog. Write Evinrude Motors, 4206 North 27th Street, Milwaukee 16, Wisconsin.

(In Canada Peterborough, Ont.) A Division of Outboard Marine Corp

EVINRUDE
FIRST IN OUTBOARDS

THINK BIG



THINK OWENS

the Tahitian

'40' DOUBLE CABIN FLYING BRIDGE YACHT

Here is big luxury . . . Owens Three Cabin Flying Bridge Yacht . . . built as only OWENS can build it with more for the money than any other comparable boat of its size. Here is big quality . . . Philippine mahogany double-planked from keel to sheer, on the bottom and on the sides; teak decks from stem to stern. Here is big value . . . always synonymous with the OWENS name; standard equipment includes many items normally listed as extras.

In the two cabins, there is room to live; plenty of privacy, but with the elegance of a hotel suite or town house master bedroom. The galley is beautiful, yet practical; with stainless steel double sinks, two-burner stove, and electric refrigeration. Generous sleeping accommodations; for eight with plenty of headroom for those six-footers. The twin-screw 185 hp Flagship Marine V8 Engines are equipped with hydraulic reverse gear and are engineered by OWENS to provide the maximum balanced efficiency between boat and engine.

OWENS YACHT DIVISION
Brunswick CORPORATION

BALTIMORE 22, MARYLAND

Please send me complete information and specifications

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State_____

NAVAL ARCHITECTS
YACHT BUILDERS SINCE 1896

FAMOUS OWENS CRUISER

Our Fast-Selling Sports Assortment

#400 — Sports Assortment
6 each of Nos. 183 and 228.
Standard Packing — 1 Dozen
List Price Per Dozen — $36.00

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BASEBALL

The most popular Baseball Game ever made! Designed by Ethan Allen, Yale Coach, All-Star features Stars of the American and National Leagues, batting exactly as they do in Major League Play with the use of Exclusive Player Discs. NOW IN COLOR!
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Featuring...Pilfer Proof Packaging

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Easy to play Colormatic Discs duplicate Actual Football Situations. Offense Battles Defense with all the Strategy, Fast action and Suspense of Real Football! Ages 10 thru Teens.
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CADACO-ELLIS, INC.
1458 MERCHANDISE MART *Originators of Games* CHICAGO 54, ILLINOIS
NEW YORK SALESROOM . . . 200 FIFTH AVENUE

for Chatty Baby ®

The pendulum cradle* above is available K. D. and sellers can also buy the set up display package as shown as a separate item. Better order *now*.

*Licensed by Mattel as an exclusive.

Susy Goose

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Port Allegany, Pennsylvania

CAMEO JEWELRY

BECKEN

2144J2 $18.00
Genuine shell cameo brooch 14k overlay

2144J1 . . . . . $13.50
Pendant-brooch with ribbon Genuine shell cameo 14k gold overlay

2144J4 $14.25
Genuine shell cameo brooch 14k gold overlay

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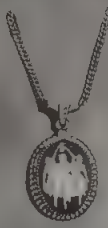
2144J7 $12.50
Genuine shell cameo brooch 14k gold overlay

2144J8 . $13.50
Pendant necklace with matching earrings Genuine shell cameos 14k gold overlay

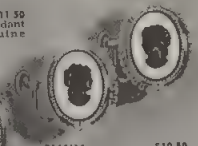
2144J11 $12.00
Shell cameo earrings 14k gold overlay



2144J12 $9.75
Pendant necklace with shell cameo Three Graces 14k gold overlay

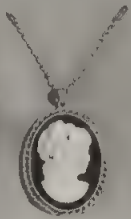
2144J10 $12.50
Shell cameo earrings 14k gold overlay.

2144J9 $11.50
10k yellow gold pendant necklace with genuine shell cameo



2144J14 . . . . . $10.50
Black and white cameo earrings 14k gold overlay

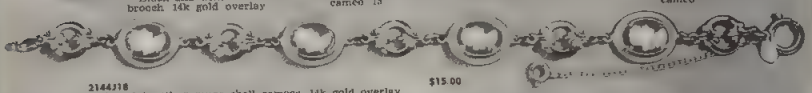
2144J13 $12.00
Black and white cameo brooch 14k gold overlay



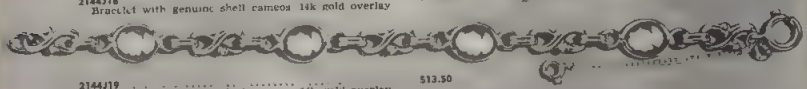
2144J13 . . . . . $13.50
10k yellow gold pendant necklace Black and white cameo 15"

2144J16 $9.50
10k yellow gold pendant necklace Black and white cameo 15

2144J17 $12.50
10k yellow gold brooch with black and white cameo



2144J18
Bracelet with genuine shell cameos 14k gold overlay
$15.00



2144J19 . . . . . $13.50
Bracelet with genuine shell cameos 14k gold overlay

A WINNING COMBINATION! SPORTS ILLUSTRATED AND FOTO-ELECTRIC FOOTBALL BY CADACO-ELLIS

4,000,000

READER IMPRESSIONS FOR FOTO-ELECTRIC FOOTBALL WITH THESE HARD-HITTING... PROFIT PULLING ADS!

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#233—LIST PRICE $7.00

America's No. 1 sports magazine will help you sell America's No. 1 sports game!!

Right in the heart of Football Season with enthusiasm at its height, we've put Foto-Electric Football on the pages of Sports Illustrated . . . The most widely read, collected and quoted sports magazine of them all. Foto Electric Football with its spectacular Play Viewer shows every play in motion. Full set of up-to-date offensive and defensive formations duplicates a real Football Game right down to the Quarterbacking.

TIE IN NOW ★ STOCK UP NOW ★ DISPLAY PROMINENTLY

CADACO-ELLIS, INC.

1451 MERCHANDISE MART *Originators of Games* CHICAGO 54, ILLINOIS

NEW YORK SALESROOM . . . 200 FIFTH AVENUE

OFFICIAL Chatty Cathy® BED

Yes its the official Chatty Cathy® bed—beautiful colonial pencil post design—made and sold by *Susy Goose*® and licensed by Mattel® as the exclusive Chatty Cathy® bed—*its a beauty too.*

Susy Goose

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LIQUID DISPENSERS to rejoice the inner man

Hospitality is gayer and longer remembered when given a lift by these witty novelties that "come to the aid of the party." For durability in their happy task, all metal parts are triple chrome or brass plated.

A DISPENSER BAR . . . A brilliant chrome 30-oz "filling station." A turn of the tray brings each jigger in turn under the "pump." Wt. 5½ lbs.
140/373 Retail **$6.95**

B LAZY SUSAN DISPENSER BAR . . Jiggers revolve into position for a quick squirt of the plunger, and a trio of snack trays rotates as a serve-yourself buffet. Chrome and crystal. Wt 9 lbs
150/613 Retail **$10.95**

C BOWLING BALL BAR . . . Jiggers wheel under spout. Halves of ball lock together with a twist Wt. 9 lbs.
900/993 Retail **$14.95**

D 8-PIECE COCKTAIL SET . . . Crystal glasses in filigreed chrome stems, removable for washing. Chrome-plated shaker and engraved tray. Wt. 8½ lbs.
410/1320 Retail **$22.95**

E With CHROME GOBLETS . . . As above, but with all-metal chrome-plated Goblets Wt 7¾ lbs.
600/1115 Retail **$17.95**

F ICE CUBE PRE-SERVER . . Huge capacity. Fiber glass liner. Automatic lift-up cover Polished brass or chrome plate Wt 7½ lbs
170/993 Retail **$14.95**

G ICECYCLE . . . Miniature ice cream vendor's cart. Insulated glass insert. Wheels operate, steer. White finish, gilt trim. 10" high. Wt. 8½ lbs.
180/895 Retail **$13.95**
. . . with WALNUT FINISH
180W/993 Retail **$14.95**

H LIQUOR LOCKER . "Press-to-Pour" dispensers. With lock, two keys and metal tags. Each decanter holds a fifth. Brass or chrome plate 14" high. Wt. 14 lbs
33M/1284 Retail **$19.95**
. . . with TWO BOTTLES Wt. 10 lbs
22M/880 Retail **$13.95**

I PORTABLE BAR SET . Richly decorated glass and brass. Two pump-decanters, six lowball glasses, ice bucket, tongs. Sturdy 22"x10" tray. Wt. 16 lbs.
190/1860 Retail **$24.95**

J LIQUOR CADDY . . . Portable pump dispenses straight shot. 6 decorated glasses Finishes: brass (as in Portable Bar Set) or chrome Wt. 5½ lbs.
165/565 Retail **$8.95**

*CHUBBY CHECKER SAYS:

"TWIST ALONG WITH THE OFFICIAL

Chubby Checker 'Twisteens'... ACTION DOLLS"

Another first from Valentine Dolls — the Chubby Checker, Jan and Fran "Twisteen" sisters now available in popular 11½" teenage doll. Complete line of twist outfits, that fit this and all 11½" teen dolls

* A SERVICE AND TRADE MARK OF TELEVISION PERSONALITIES, INC.

Another addition to our list of special features:

- Complete line of low end promotional and popular priced dolls
- Polly 11½" High Fashion doll and clothes
- Hug A-Bye Baby, our T.V. Doll with new appealing unique features
- Ballerina Doll
- New Self Service display units
- New Sales appeal packaging
- Perfect Patient

VALENTINE DOLLS INC.

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WATKINS 4-3787

LEE PELUNIS • JACK FELK • JOEL TASMAN
KAY HANSEN • JIM MANHEIN • HY MANHEIN

NEW SQUEEZE-VOICE TOY BY STAR DUBBED "SPOOLY"

A flexible new squeeze-voice toy from Star Mfg. Company, Leominster, Mass. is "Spooly," the newest addition to Star's complete line of vinyl toys.

Decorated with clowns, drums and animals, it was designed for preschool children in the 1-to-4 age group. It is safe, non-toxic and washable and comes in assorted colors

"Spooly" retails at 98¢ and is packed in a colorful display box. It also comes with a handy carrying strap and is available in a dump display box that serves as a self-contained shipping carton.

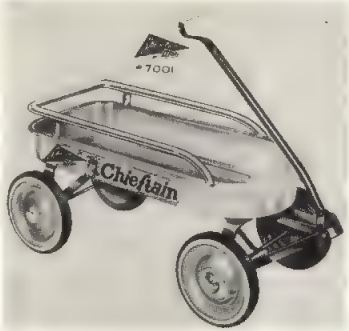
ARLINGTON HAT SWINGS INTO PRODUCTION WITH "TWIST" HATS

The extensive and widespread acceptance of the new dance sensation, "The Twist" has led the Arlington Hat Company, 900 Broadway, New York City 3, to rush into production on their own exclusive design for a Twist hat.

Named the "Hey, Let's Twist" hat, the newest Arlington creation is designed for all ages and reflects the spirit of the dance itself. It is trimmed with a red and white peppermint banding and has a two color emblem on the front. A zany two-color peppermint stick is topped off with a pom pom. The stretchable, curly band front of the crown doubles as a chin cord. Matched with a group of colors, which includes "hot pink," white, gold, orange and turquoise, the Twist Hat is made in small, medium, and large sizes, packed two dozen to a carton

The item retails at $1.

Cleary Announces 2 Wheel Goods Lines — Promotional and Prestige



The Cleary Mfg. Company of Warren, Mich., announces it introduced a unique new line of juvenile wheel goods in the various shows held in Chicago during January. Displaying two distinctive lines, a promotional one for discount stores sales called the "Arrowhead," plus a complete prestige line named the "Spearpoint."

Adding a distinctive look is a wrap-around white enameled railing that has been attached to various wagons. Easily detached, these patented railings are a safety-assuring factor, too.

Cleary is also offering a patented "easy-pull" handle in their "Spearpoint" series. Now every youngster can play "wagon train" by just attaching the handle to back of any tricycle.

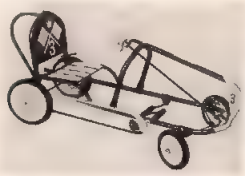
All wagons are individually boxed, the manufacturer advises.

Modern Sales and Service Station For Displaying "Matchbox" Models

The Fred Bronner Corporation, 251 Park Avenue S., New York City, is introducing an ultra-modern, two-story Sales and Service Station featuring big, clear, wrap-around showroom windows in which the latest "Matchbox" items can be shown.

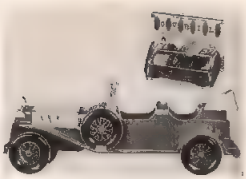
The Sales and Service Station (#MG-1), illustrated above, includes a ramp and stairway to provide access to the upper floor, space for gas pumps, a grease rack and an attractive clock sign. The service station, attractively packaged, will retail at $2.50.

Other new items from Fred Bronner in the "Matchbox" and "Matchbox" accessory series are: a Grocery Store (#A-5) in die-cast metal, with double-front display windows, a center door that opens and full-width sign, retailing at 75¢; a Heavy Equipment Transporter (#K-8) measuring 12" in length and consisting of a prime mover, a trailer and "cat" tractor with detailed engine, retailing at $3; a 75¢ streamlined eight-wheeled Road Tanker (#M-1); and a Freightmaster Trailer Truck (#M-2) priced at $1 retail.



Jet Rod is a fast chain driven auto type vehicle that measures 50" long, constructed of heavy 1" tubing. Hand brake for easy stoppage; large steel wheels provide a comfortable ride. Stelber Cycle Corp., 200 Fifth ave., NYC

Twin Rider Juvenile 20" Tandem is exclusively designed for child from 5 to 8. Has chromium rims, coaster brake, two-tone saddle; colored in red with white trim. $59.95. D. P. Harris Hardware & Mfg. Co., 99 Chambers st., N. Y. C.



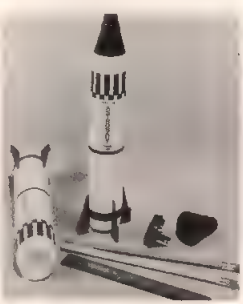
Touring Car of yesteryear measures 10" long with a separate windshield, steering wheel, radiator grill and headlights. Top folds back; hood lifts to expose motor. 98¢ retail. Multiple Products, Corp., 1260 Zarega ave., Bronx, N. Y.

Tennisolo is designed to provide hours of clean, hard fun for those wanting an active sport. Set includes a base with a steel spring and elastic cord, and 2 racquets. The Ziabicki Co., 2307 Mohr ave., Racine, Wisconsin.

Flaming Arrow wagon has a white enameled, detachable railing plus an easy-pull handle. Youngsters can play wagon train by attaching the handle to the back of any tricycle. Cleary Manufacturing Co., 8646 E. 9 Mile rd., Warren, Michigan.

Spinning Satellite is actually controlled from the ground; resembles a real satellite in flight. It spins, dives, loops and sounds like a real helicopter. Vividly colored. $2.98. Standard Toykraft Inc., 95 Lorimer st., Brooklyn.

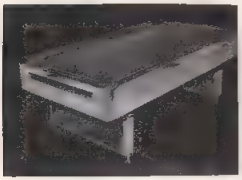
Twirler Swing has a new safety angular platform slide. Top yoke is attached to bar which gives a constant swing path; lower section, suspended with ball-bearings, is free to whirl. Universal Mfg. Co., Box 5637, Bossier City, La.



Astronaut Pencil Case has flexible polyethylene body and fins. Contains quality assortment of school supplies; capsule top just "pops off" for added fun and appeal. 69¢. Sterling Plastics Co., 1140 Commerce ave., Union, N.J.

Swimming Pool Ladder is made of mortised, clear pine with a steel reinforced rod below each step. Will fit over any pool measuring 48" or less. Ground space 53", ladder to ladder. $14.95. Kiddie Gym Prods, Ladysmith, Wisc.

NEW TOYS ON PARADE



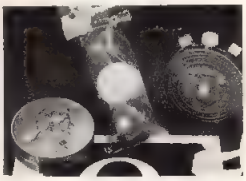
Den-Ricks Pool Tables measure from 30" in length up to the 96" regulation size. All large sizes feature micromatic bed leveling, a mechanical device which allows a level playing surface. Frederick Willys Co. Inc., Farmington, Minn.

Play Make-Up contains four lipsticks, three shades of pretend eye shadow, two bottles of perfume and many other pretested beauty accessories. Suggested retail is $2.98. Merry Manufacturing Co., 531 N. Wayne ave., Cincinnati, Ohio.

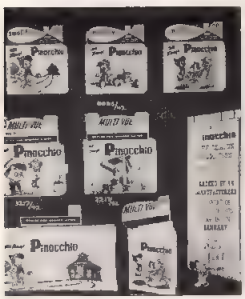
Spooly is a flexible new squeeze voice toy that's decorated with clowns, drums and animals. Designed for pre-schoolers, made of safe, non-toxic, washable materials in assorted colors, 98¢. Star Mfg. Co., Leominster, Massachusetts.

Ringo ring toss develops skill and enables competitive play through scoring. Made of wood and plastic with animated eyes; poly bagged with colorful header. 59¢ retail. Americana Manufacturing Co., 16 Robert st., Fitchburg, Mass.

Blaze King, star of the TV show National Velvet, comes complete with stable and track. Complete with Saran mane and tail, to comb, braid and curl; molded in authentic deep chestnut sorrel. $7.95 retail. Revell, Inc., Venice, California.



Fun Line of games and toys includes a large copper-colored penny bank, 3 unbreakable balls, and a 1-pint canteen with compass and carrying strap attached. Olympic Plastics Company, Inc., 3471 La Cienega blvd., Los Angeles.



Pinocchio Items made of vinyl with colored designs are: Kiddies' Wallet at 29¢. Girls' Billfold at 59¢. Pencil Case with zipper at 49¢ and pocket size Picture Album case at 69¢. Aristocrat Leather Products, 302 Fifth ave., NY.

Baby Cuddles is a soft and cuddly new born baby. Has rooted hair, soft stuffed body with vinyl head, moving eyes and lashes. Wears a fancy dress with lace trim and hat to match. Measures 20". Nasco Doll, Inc., 200 5th ave., NYC.

Little Butch is a real boy paper doll. Just touch with the magic wand to change to a variety of costumes. Clothes can be used over again. Stands 18" tall. Magic Wand Corporation, 50 Brighton st., Charlestown, Massachusetts.

B BRIGHAM "W-B". 25-Jewel masterpiece! Waterproof* and shock resistant. Chrome top case, stainless steel back, adjustable expansion bracelet. Distinctive black dial
10K1744V 2795 **$71.50**
BRIGHAM "W". Same as above, with white dial
10K1745V 2795 **$71.50**

C BRIGHAM. 25 Lifetime Jewels, for split second accuracy. Waterproof*, shock resistant, anti-magnetic, luminous dial, with sweep second hand. Sleek 10K yellow RGP case, stainless steel back; adjustable length expansion bracelet.
10K1746V 3225 **$82.50**

D ANDRE "B". Designed for the man about-town. Modern square case of 10K yellow RGP, with stainless steel back, adjustable expansion bracelet. 17 Jewels. Black dial.
10K1747V 2445 **$62.50**
ANDRE. Same as above, but with white dial.
10K1748V 2445 **$62.50**

A AMPHIB. A rugged waterproof* watch that's handsome enough for dress wear! Dependable 17 Lifetime Jewel movement is shock protected, anti-magnetic. Sparkling chrome top case, with stainless steel back, matching expansion bracelet can be lengthened or shortened for perfect fit. Luminous dial, sweep-second.
10K1743V 1673 . . . .Retail **$38.50**

E CLIPPER "W". Ultra-thin self-winding watch. Waterproof*, shock absorbing 17 Lifetime Jewel movement. Chrome top, stainless steel back case, adjustable expansion band.
10K1749V 2795 . . . . . .Retail **$71.50**
CLIPPER. Same as above, yellow top, stainless steel back
10K1944V 3095 . . . . . .Retail **$79.50**

HELBROS

Internationally acclaimed HELBROS *watches, precision-crafted to the highest standards of design and performance. Lifetime Jeweled movements; guaranteed unbreakable mainsprings. New adjustable-length expansion bracelets; add or remove links for perfect fit! Gift boxed.*

LIFETIME GUARANTEE

on all movement parts against breakage.

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by the factory without charge for parts.
Handling Charge $1.00

Add 10% Federal Excise Tax if not for resale.

F ERIE "W". Expensive features at an economy price! Waterproof*, shock-absorbing 7 Lifetime Jewel movement. Chrome top, stainless steel back case, matching adjustable length expansion band
10K1750V 1275 **$29.75**
ERIE. As above, with yellow top, stainless back.
10K1751V 1525 **$35.00**

G ARCHER "W". Winds itself automatically! Waterproof*, shock-resistant; luminous dial. Sleek chrome top case, stainless steel back; adjustable length expansion bracelet. 7 Lifetime Jewels.
10K1752V 1895 **$42.50**
ARCHER. Same, yellow top, stainless steel back.
10K1753V 2195 **$52.50**

H BOYD. Masculine elegance at a budget price. Gleaming round case has a yellow top, stainless steel back; matching expansion bracelet can be lengthened or shortened for individual fit. Modern Florentine-finish dial with small second hand. 7 Lifetime Jewel movement
10K1754V 1425 **$32.50**

J CARL. Sleek Continental styling, at an economy price. The mirror-finish case has a yellow top, stainless steel back, and is complemented by a distinctive deep-grained black leather strap. Modern numeral and marker dial, with small second hand. 7 Lifetime Jewel movement.
10K1755V 1525 **$35.00**

Nationally Advertised In . . .

LIFE
LOOK
The Saturday Evening POST
Guaranteed by Good Housekeeping

*Waterproof provided crystal and crown are intact, case unopened. *RGP is an abbreviation for rolled gold plate.*

A 17-JEWEL WATERPROOF*

17-jewel shock-resistant movement. Waterproof*, dust-resistant*, anti-magnetic. Luminous dial, sweep second hand. Chrome-plated case with stainless steel back. Steel expansion band with leather insert (non-adjustable).
10-2814 V—Wt. ½ lb. 15.95

All stainless steel case, band.
10-2822 V—Wt. ½ lb. 19.95

B 17-JEWEL WATERPROOF* CALENDAR

Automatic calendar tells date at a glance! 17 jewels—shock-resistant, dustproof*, waterproof* watch. Luminous dial, sweep second hand Yellow case, stainless steel back. Gold filled expansion band.
10-2830 V—Wt. ½ lb. 23.95

As above, but with chrome-top case, matching steel expansion band.
10-2848 V—Wt. ½ lb. 19.95

C 21-JEWEL WATER-RESISTANT*

21-jewel shock-resistant—water- and dust-resistant*. Luminous dial. Sweep second hand Yellow-toned case, stainless steel back. Gold-filled expansion band.
10-2855 V—Wt. ½ lb. 22.95

As above, but chrome-top case. All steel matching expansion band.
10-2863 V—Wt. ½ lb. 19.95

CLINTON

Dependable Clinton watches for men—expertly-crafted for lasting quality. All Clinton watches are dust-protected and feature unbreakable mainsprings. Rugged shock-resistant* movements. All gift-boxed. Unless otherwise specified, expansion bands adjust in length. Buy now with GMC's Credit Command plan—see page 789.

D 55.00 E 39.50 G 29.95 H 25.95 J 12.75

E MEN'S 110-JEWEL AUTOMATIC CALENDAR WATCH

Clinton's finest! Self-winding watch—precision-made with 110 jewels. Automatic calendar. Waterproof*, anti-magnetic, shock-protected dust-proof*. Luminous dial. Sweep second hand. Yellow case, stainless steel back. Gold filled expansion band. **No down payment.**
10-2947 V—Shipping weight ½ lb. 55.00

D MEN'S 25-JEWEL AUTOMATIC WATCH

Distinctively-designed dress watch. 25 jewels. Self-winding, shock-resistant movement. Winds itself with natural wrist movement. Sweep second hand. Yellow case with stainless steel back. Gold filled expansion band **No down payment—see page 789.**
10-2939 V Shipping weight ½ lb. 39.50

G MEN'S 17-JEWEL YELLOW AUTOMATIC WATCH

Uniquely-styled—completely self-winding. Shock-resistant, waterproof*, and dust-resistant* watch. Luminous dial, sweep second hand. Yellow case, stainless steel back. Florentine-trimmed gold-filled expansion band. **No down payment—see page 789.**
10-2913 V—Shipping weight ½ lb. 29.95

Same, but black dial. **No down payment—see page 789.**
10-2921 V—Shipping weight ½ lb. 29.95

H MEN'S 17-JEWEL CHROME AUTOMATIC WATCH

Handsomely styled for men! Self-winding model with dependable 17-jewel movement—just set it and forget it—your wrist does the rest, automatically. Watch is shock-resistant, anti-magnetic, dust-resistant*, and waterproof* With luminous dial, convenient sweep second hand. Gleaming chrome-plated case with non-corrosive stainless steel back. Matching expansion band. **No down payment—see page 789.**
10-2897 V—Shipping weight ½ lb. 25.95

Same, but black dial. **No down payment—see page 789.**
10-2905 V—Shipping weight ½ lb. 25.95

J BOYS' 7-JEWEL WATER-RESISTANT* WATCH

A rugged and dependable watch that's specially made for active youngsters! It's a favorite style and a popular choice of boys of all ages. Anti-magnetic, water-resistant* and dust-resistant* watch with shock-resistant 7-jewel movement. Luminous hands and hour dots. Convenient sweep second hand. Shining chrome-plated case with non-corrosive stainless steel back. Matching steel expansion band.
10-2871 V Shipping weight ½ lb 12.75

Same, but with yellow-toned case and matching expansion band.
10-2889 V—Shipping weight ½ lb. 13.95

*As long as case, crown, crystal are intact.

FREE

Order a Cole Portable and get the above Sturdy Steel Desk Free!

(Easily Assembled)

You can purchase this desk separately. Heavy steel. Two drawers for supplies plus pencil tray. Desert Sand or Gray. 30½" w, 27" h, 17" d.
Wt 26 lbs. 87K385F 1125 Retail **15.00**

1962 COLE PORTABLE

Reporters choose Cole's latest 1962 model above all others because it has all the features they demand. Lightweight yet ruggedly built to stand up after years of hard use. Increases students grades. A gift that will do you proud ...The greatest dollar value in typewriter history.

87K391F 7995 **98.90** Tax Incl.

Wt 15 lbs

Desk and chair for only 32.95!

Get both Posture Chair and Desk
87K535F 2883 49 lbs. Retail **32.95**

"POSTURE" CHAIR Soft rubber adjustable seat: 16½"x13½". Brown, Green, Gray, Wine.

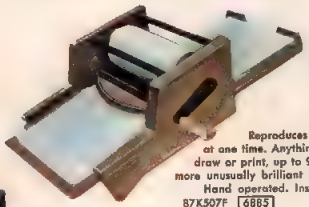
TYPEWRITER DESK Drawer for supplies, shelf for books. Quality casters. Opens up to 39¼"x 17". Heavy steel. Olive Green or Cole Gray.

Wt 81 lbs

"SALESMAN'S" DESK

For use where space is at a premium. Has 4 roomy drawers, an arm rest and a compartment under lock and key. Desk high, 40" wide, 18" deep. Heavy steel. Cole Gray or Olive Green.
87K211F 3565 ... Retail **48.75**

Spirit-Type DUPLICATOR



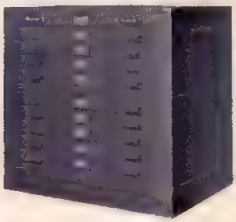
Saves hundreds of dollars on Your Printing Bills

Reproduces one to five colors at one time. Anything you type, write, draw or print, up to 9½" x 13". 300 or more unusually brilliant copies per master. Hand operated. Instructions included.
87K507F 6885 Retail **90.10** Tax Inc

for the price of a midget 10-key model!

ADDS +
SUBTRACTS −
MULTIPLIES ×

"5 DRAWER" BLUEPRINT CABINETS



Heavy steel. Smooth gliding drawers on ball-bearing rollers Rear hood and lift compressor in front protects contents. Units can be added and interlocked. Mist Green, Olive Green, Desert Sand or Cole Gray.

Illustrated two 5 drawer units on a sanitary base.

No		Inside Drawer W	H.	D.	Outside Cabinet W.	H.	D.	Retail	Wt. lbs.
87K263F	8400	37"	2¼"	25"	40⅜"	15⅞"	28⅜"	**113.75**	169
87K264F	1315	Base for above cabinet, 7½" high						**17.50**	24
87K265F	10765	43"	2¼"	32"	46⅜"	15⅞"	35⅜"	**144.75**	251
87K266F	1690	Base for above cabinet, 7½" high						**22.50**	28
87K267F	13420	50"	2¼"	38"	53⅜"	15⅞"	41⅜"	**179.50**	309
87K268F	1915	Base for above cabinet, 7½" high						**27.00**	31

A1962 electric adding machine with all the new and advanced features. Makes mental calculation unnecessary. Fast, quiet and easy. Operations are reduced to a minimum. For example, the amount $89,706.00 can be listed with just a motion of only one hand. This cannot be done on any "10 keyboard" machine. Rows of odd numbered concave keys alternate with rows of even numbered flat keys enabling you to add, subtract, or multiply speedily even while blindfolded.

87K600F 15485 Wt. 20 lbs. **180.67** Tax Incl.

INDUSTRY'S BEST BUY!
- Total Power Controls
- 999,999.99 Total Capacity
- Convenient Twin Total Bars
- Thumb Add Control
- Fully Guaranteed
- Jam-Proof Keyboard
- Rust-Proof, Dust-Proof
- Finger-tip Contoured Keys
- Direct Totals and Sub-Totals

P R E S E N T I N G

T H E

NEW

look-of-distinction
precedent-setting

COLONIAL CRITERION

The Criterion is a spacious motor yacht, equally at home as a quietly elegant setting for dockside entertaining and as an exceptionally rugged rough water boat for comfortable deep-sea cruising. Famous Colonial Roun-Vee hull stability . . . proven by knowledgeable owners for more than 30 years. Sound marine design . . . gracious living accommodations . . . superlative styling—that's the new Colonial Criterion.

Discriminating yachtsmen appreciate such niceties as a custom-molded console, the surge of twin power through hydraulic controls, teak decks, heavily chromed fittings, screened hatches, and other details right down to limber chains. Even landlubbers savor the luxuries of pressurized hot and cold water, two lavatories, shower, foam mattresses, carpeted floors, ample storage, and many 110 volt outlets—all provided as standard. Write today for details.

Better yet, see one of the great new Colonial cruisers at Booth B-42, National Motor Boat Show, in January.

COLONIAL CRUISERS INC.

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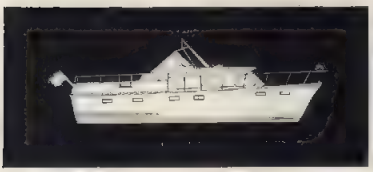

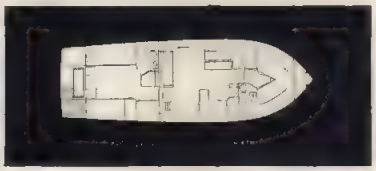

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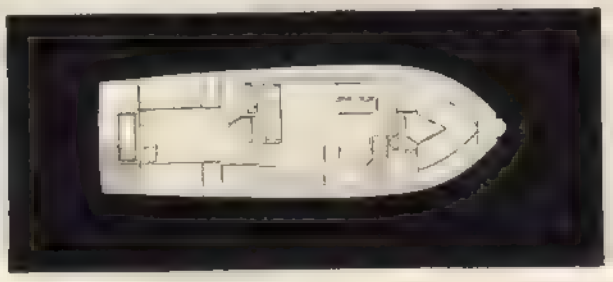

"FLIP" CAN START A TEENAGE SCHOOL RAGE!

Sure-Fire Built-in Sales Appeal

NOW IN YOUR HIGH SCHOOL or COLLEGE COLORS with AUTHENTIC EMBLEM on CHEST

AVAILABLE IN ALL 14 NATIONAL FOOTBALL LEAGUE AND ALL 8 AMERICAN FOOTBALL LEAGUE AUTHENTIC COLORS AND EMBLEMS

TALK OF GETTING PERSONAL!

Each Flip has two sets of self-sticking numerals 0-9. Personalize the doll with your favorite player's exact uniform numbers

17½" TALL

Original creation, copyrighted, cuddly soft, of fine quality plush and chino cloth, expressive vinyl head, and vinyl hands, right hand clutching vinyl football. Sits erect.

$3.98 suggested retail

Flip Sales Up with FLIP

FLIP IS individually boxed in colorful open front display carton

Full color ad in *seventeen*. Seen by 25,000,000 people on network t.v. and in newspapers

Write now for more information

COLUMBIA TOY PRODUCTS

3315 E. 12th STREET KANSAS CITY 27, MO.

COMET'S NEW INSIGNIA TAKES OFF
--and watch it go!

HOBBY SHOW—TOY SHOW—Both Prove:

balsa is big ...and COMET is big in balsa

At the first signs of the re-awakened interest in balsa wood models, *Comet was on top of the situation.* Always a pioneer and leader in the balsa field, Comet had the balsa lines model builders were clamoring for; Comet had the experience and the designing staff to create a whole new line-up of balsa models. Now there are 9 "hot" lines of Comet balsa models from 29c to $1.98 remarkably complete kits, easy to build, wonderful fliers — all in Comet's "New Look" boxes. They'll be the success story of '62 — just watch 'em!

COMET'S BRIGHT NEW BOXES

Full 4-color boxes that "vibrate" with excitement, sell Comet balsa models *on sight.* The center of attraction at the Shows, just as they're sure to be on dealers' shelves.

COMET MODEL HOBBYCRAFT, INC.
501 W. 35th St., Chicago 16, Ill. • 200 Fifth Ave., New York 10, N Y

COMET

SEE THE BIG CHANGE IN Carrom GAMES

New CARROM Reversible Game Board—now plays 106 fun-filled games.

New for '62...more color...more value...more sales appeal

Get set for the surprise of the season when you see the "new look" of Carrom's line for '62. There's fresh, new sales appeal in nearly every game.

The all-time favorite, the genuine *Carrom Board* has been redesigned and restyled. Two new models offer an unprecedented number of 106 and 116 games on combined Carrom and Crokinole sides. Both have sparkling new surface decorations, finer finishes and gayer colors that mean more interest from customers . . . more profits for you. A new, colorful, sales-stimulating carton, too!

But that's not all! Other popular games such as *Nok-Hockey, Kskit* and *Skittles* sport exciting new changes, too.

This is the year to look to Carrom for quality, value and faster turnover.

Carrom INDUSTRIES
LUDINGTON MICHIGAN • DIVISION OF SHAMPAINE INDUSTRIES, INC

Look at the New
CARROM LINE

New York Showroom
1107 Broadway -
Room 500

And during TOY FAIR
Hotel New Yorker
Room 1001

YOUR **BEST** BOATING BUY

COMMODORE 20' FALCON

Here is an excellent family boat providing plenty of room without sacrificing performance. The Falcon is constructed of Phillipine mahogany, Utile Plywood and Fir. The self bailing outboard well and non trip chines are just two of the features of her generous standard equipment. Model 200, priced at only $1595.

FOR PERFORMANCE

QUALITY AND PRICE

COMMODORE 17'6" GULL

This sister ship to the Falcon is quite similar to her in construction. Like the Falcon, the Gull is designed to give many years of service, unexcelled performance all at a low price. Model 176, priced at only $1325.

Write for free literature

COMMODORE Boats Inc.

DEPT MB 162, NEW BERN 1 NO CAROLINA

HARVARD WINS TEAM CHAMPIONSHIP

It was as though the lack of wind, oncoming darkness and a half point that shouldn't otherwise have mattered had conspired against the U.S. Coast Guard Academy at the 20th annual sailing of the New England Intercollegiate Sailing Association team championship on the Charles River Basin at Cambridge, Mass., with the Leonard M. Fowle Trophy at stake. Tech dinghies were used.

In match racing, Harvard beat Boston University 4-0 and Coast Guard edged Massachusetts Institute of Technology 4-3 to vie in the finals. At darkness Coast Guard and Harvard were tied with three victories each. It was too late to have a tie-breaking race, so the championship was decided on total point score, Harvard having 179½ and Coast Guard 179.

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Crusader Marine

MORE MONEY
CANNOT BUY
a better engine

Price being equal
...Compare Quality Features!

	Crusader	I	C	G
HEAVY DUTY TRUCK COMPONENTS Piston rods bearings exhaust valve rotators and induction hardened seats & comp ratio for regular fuel	✓			
GEAR DRIVEN ACCESSORIES Water pump and alternator drive positively driven through gears in cast iron accessory housing	✓			
EXHAUST POTS AND MUFFLERS Suppresses noise and to aid starting power and back flows water from exhaust systems	✓			
ACCESSIBILITY OF ACCESSORIES Each engine accessory has been strategically located for quick removal in less than 6 minutes	✓			
ADVANCE ENGINEERING AND DESIGN Dual water pump dual thermostats dual pressure relief valves safe down draft single carburetion	✓			
EXPLODED VIEW PARTS DRAWING Every engine component bolt and gasket is exploded and identified by part number	✓			
FACTORY ENGINEERED ACCESSORIES Fresh water cooling shielded ignition 5" exhaust risers adjustable motor mounts spare parts kits	✓			
BONUS FEATURES STANDARD EQUIPMENT Engine and transmission oil coolers full flow oil and magnum fuel filters rubber mounts stainless hose clamps and flame arrestors exhaust pots and mufflers 25 amp enclosed alternator throttle and clutch control brackets swivel exhaust outlets	✓			

FULL RANGE V-8 POWER

283 cu. in. — 185 HORSEPOWER
327 cu. in. — 230 HORSEPOWER
409 cu. in. — 280 HORSEPOWER

DON'T BE PENNY WISE AND PLEASURE FOOLISH

The extra bonus features supplied as standard equipment on all Crusader engines are necessities required to give Crusader engines that extra margin of reliability and safety. Stripped-down versions can be manufactured and sold at a cheaper price, but at the sacrifice of dependability. Summers are short and free time for boating pleasure must be utilized to full advantage. Don't be tied to the dock with engine troubles or the lack of service or parts availability. Demand Crusader power in your new boat and you will command the finest. CRUSADER for the man who really understands marine engines.

Crusader Marine

Northeast 23 from J. K. Towers, Inc.

Hornpiper, a fiberglass sailing dinghy from Navesink Laminating, Highlands, N.J., has urethane foam-filled bottom.

The L-24 fiberglass M.O.R.C. sloop from Viking Marine, 741 N. Coney Ave., Azusa, Calif. has 24' LOA, 7'6" beam and 4' draft. Auxiliary engine is available.

J. K. TOWERS

■ A sloop designed for comfortable family cruising, Northeast 23, is reported to be able under all conditions, according to J.K. Towers, Inc., 317 N. Christian St., Lancaster, Pa., her designer and builder. Northeast has two berths forward, a large galley to starboard and an enclosed toilet to port. The cockpit seats, over eight feet long, serve as two additional berths and a cover is available which will completely enclose the cockpit. The boat has a hanging locker and stowage space under seats and berths. The cockpit is self-bailing, and the forward deck is surrounded by a bulwark. Mast and boom are aluminum with roller reefing gear, sails are dacron, and standing rigging is stainless steel. The keel is cast iron, and the centerboard is housed entirely within the keel. Her sloop rig spreads 230 sq. ft. of working sail and she is framed with white oak and planked with full length panels of mahogany marine plywood. Fastenings are bronze. Her dimensions are 25'2" LOA, 19'6" LWL, and 8' beam. Displacement is 2400 pounds, and draft is 25" with the board up and 5'3" down.

JOHN WRIGHT JR.

■ A new concept in a fiberglass Penguin is offered by John Wright Jr. in a boat expected to have all the advantages of fiberglass with none of the disadvantages associated with the fiberglass model of a class boat designed for wood.

This Penguin is expected to keep to the minimum weight limit set by the class and to have all the stiffness and strength of present wooden Penguins

Wright has increased production of Blue Jays and is now having them built in England. They are available in both kit and finished form.

Boat kits and finished models of day sailers and racing sailboats manufactured by the Bell Woodworking Company of England, the largest builders of small sailboats in the world, are being offered by Wright Boats. This line ranges from an 8' pram through a 26' motor cruiser

Stamm Boat Co., Delafield, Wisc. builds this fiberglass class X sloop. LOA is 16' beam 6'3", flotation is molded into decks, sail area is 110 sq. ft. in main and jib.

YOUR **BEST** BOATING BUY

COMMODORE 20' FALCON

Here is an excellent family boat providing plenty of room without sacrificing performance. The Falcon is constructed of Phillipine mahogany, Utile Plywood, and Fir. The self-bailing outboard well and non-trip chines are just two of the features of her generous standard equipment. Model 200, priced at only $1595.

FOR **PERFORMANCE**

QUALITY AND **PRICE**

COMMODORE 17'6" GULL

This sister ship to the Falcon is quite similar to her in construction. Like the Falcon, the Gull is designed to give many years of service, unexcelled performance at at a low price. Model 176, priced at only $1325.

Write for free literature

COMMODORE Boats Inc.
DEPT MB 162, NEW BERN 1, NO. CAROLINA

HARVARD WINS TEAM CHAMPIONSHIP

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DESKS and CREDENZAS

Saves office space. Custom made for your needs. Designed to increase work output. Heavy steel. Mist Green, Olive Green, Desert Sand or Gray

BURNPROOF-STAINPROOF TOPS All units also available with Coletex Tops. Cannot stain, mar or burn. Add 11581F1125 to number. **15.00** Retail add'l.

1881F10690
Retail **142.50**

Perfect desk companion. Two sliding door storage cabinets under lock and key. Heavy steel. Linoleum covered top. 63½" w, 29" h, 19¼" d
1881F10690 Retail **142.50** Wt. 183 lbs.

10104F10200
136.00 Retail
Wt. 153 lbs.

Has a letter size drawer that glides on full suspension arms. 2 drawers for 3x5 or 4x6 cards (7200 cap.). Arm rest plus center drawer with lock and key. Heavy steel. Linoleum top. 40" w, 29" h, 26½" d.
10104F10200 . . . . . Retail **136.00**

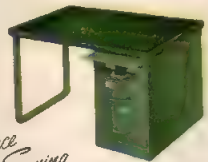
Desk and chair for only 32.95!

Wt. 49 lbs.

Get both Posture Chair and Desk for only 32.95 Retail . . 13252F2475

"POSTURE" CHAIR Soft rubber adjustable seat: 16½"x13½". Brown, Green, Gray, Wine
Chair purchased separately. 4458F2025 **26.95**

TYPEWRITER DESK Drawer for supplies, shelf for books. Quality casters. Opens up to 39¼"x 17". Heavy steel. Olive Green or Coke Gray.
Desk purchased separately 6400F1310 **13.45**



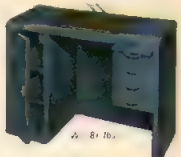
Space Saving

STEEL DESK UNITS

Full Suspension letter drawers plus two drawers for 3x5 or 4x6 cards (7200 cap.) Heavy steel. Aluminum trimmed linoleum top. Mist Green, Olive Green, Desert Sand or Cole Gray.

	Wide	High	Deep	Retail
*10105F6750	34"	29"	19¼"	**89.95**
10106F7460	34"	29"	26⅛"	**99.45**
1895F8025	40"	29"	26⅛"	**106.95**

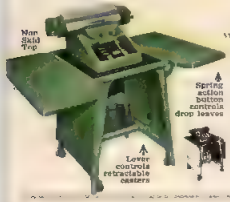
*Arm rest not included in desks 19¼" deep.



Wt. 81 lbs.

"SALESMAN'S" DESK

For use where space is at a premium. Has 4 roomy drawers, an arm rest and a compartment under lock and key. Desk high 40" wide, 18" deep. Heavy steel. Cole Gray or Olive Green.
9714F3655 Retail **48.75**



HEAVYWEIGHT "All Purpose" STAND

Protects costly office machines. Can't tip or tilt. Retractable casters. Stand will not move when lever is set. Shelf for personal items. Opens to 48½" x 25" x 26" high. Mist Green, Olive Green, Desert Sand or Gray. Retail
6401F3940 . . . . **32.50**
Wt. 66 lbs.

"Contempo" FURNITURE by COLE

for the modern office or reception room . . .

First choice among interior designers.
First choice because of Contempo's sleek, trim lines.
First choice because of Cole's high quality

10 EXCITING COLORS . . .
Cole's Contempo Furniture is available in . . . Dark Green • Oak Leaf Green • Brown • Tan • Yellow Russet • Coral • Blue • Gray • Black

Wt. 31 lbs.

The "ZEPHYR" — Made of fiberglass reinforced plastic. Tubular legs, nylon glides. 31¾"h, 18¾"w, 21½"d
11574F1560 Retail **20.75**

Wt. 16 lbs.

The "SCEPTRE"
Tougher than steel. Made of fiberglass reinforced plastic. 32" h, 23½" w, 24" d. Seat: 16½" h. Tubular legs, nylon glides.
11573F2610 . . . . Retail **34.75**

Wt. 80 lbs.

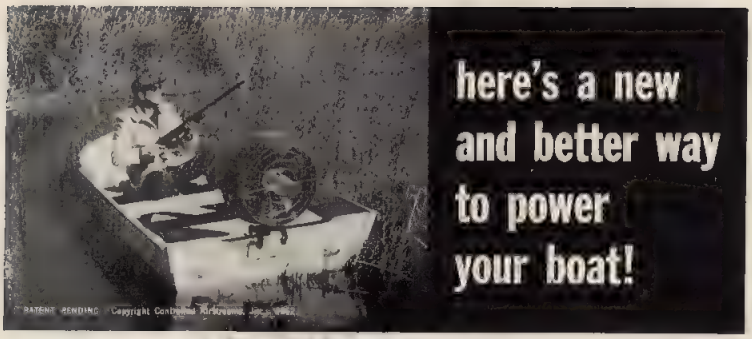
"THREE SEATER" Wt. 80 lbs.
Excitingly styled. Shaped for comfort. 72" wide, 30" deep, 30" high. Seat: 17" high.
11580F14065 Retail **187.50**

MAGAZINE TABLE Four tapered steel legs, brass ferrules. Coletex covered top cannot stain, mar or burn. 36" diameter, 14½" high.
14004F7315 . . . . Retail **97.50**

"SINGLE SEATER"
Foam rubber cushion on a steel frame. "Naugahyde" fabric. Tapered legs. Seat cushion. 24½" x 24". Chair size: 24" w, 30" h.
11577F5215. . . . . Retail **69.50**

"TWO SEATER"
Foam rubber cushions on a steel frame. Tapered legs. 48" w, 30" d.
11579F10050 . . Retail **134.00**

Wt. 60 lbs.



NEW McBRIDE *AIR-THRUST* PORTABLE POWER UNITS REVOLUTIONIZE CONCEPT OF MARINE PROPULSION

Recent advances in the technology of controlling airstreams have created an entire new concept in the efficient powering of small craft.

Today you can clamp a lightweight *McBride Air-Thrust* unit on your boat and immediately enjoy these advantages over traditional propelling methods

1. Twice the mileage per gallon of fuel.
2. Increased maneuverability.
3. Elimination of shoaling problems.
4. Speeds that equal those of conventional power units with twice its horsepower
5. Lower speeds (for trawling, etc.) without lugging or motor failure
6. No propeller worries. You go "anywhere it's wet"
7. No disturbance below the surface of the water. Assures better fishing and trawling results.
8. Instant ignition. No ropes to pull.

These revolutionary new units generate a tightly confined airstream that thrusts you over the water's surface with jet like efficiency. Airboats in the Everglades have long used the same general principle. But not until *Controlled Airstreams, Inc.*, perfected a portable unit with unique fan and duct design did air-thrust propulsion become ideal for use by any boat on any water.

That's right. A powerful, densely compacted stream of *air* pushing against the atmosphere provides your motive power

The prime mover is a 2½ horsepower gasoline engine equipped with 250 lb. torque impulse starter which assures instant ignition. The duct is made of tough fibreglass that cannot break or wear out. In fact, there are no moving parts to wear out, except minute, inexpensive engine parts. The entire unit weighs only 54 lbs. and can be stowed in the trunk of any automobile.

The *McBride Air-Thrust* is as safe as the wind. There is absolutely nothing below the water's surface — not even a rudder. You have instant directional control, simply by changing the direction of the air jet. The degree of control is unparalleled. You can turn on your own axis, shift to immediate reverse, simply by directing the harmless airstream over your bow

Fishermen will find the *McBride Air-Thrust* perfect for trawling. In addition to obtaining slower speeds, the *McBride Air-Thrust* does not excite the water.

Hunters will enjoy the *Air-Thrust's* ability to penetrate deeper into heretofore inaccessible regions, moving quickly along in reeds and shallow water where poling is usually required.

And the Air-Thrust's ability to take you twice as far, and just as fast, on the same amount of fuel will please you, no matter where you cruise.

The lightweight and overall compactness of these portable units makes them ideal auxiliary power plants for sail boats. They attach quickly to any transom and no special brackets nor mounting apparatus are needed.

In short, the *McBride Air-Thrust* series opens up an entire new world of boating pleasure.

And this exciting era of *Air-Thrust* propulsion is here to enjoy *right now*. The modern scientific development is within immediate and practical reach of everyone who wants to enjoy boating.

The *McBride Air-Thrust* is available immediately in the 18" and 24" sizes (for boats up to 20 feet). The 36" model is undergoing final tests as a high speed unit and will soon be on the market.

The 18" model will propel a 14-foot boat with 800 lbs. load at an approximate speed of 8 knots into a 3 m.p.h. headwind. The 24" model provides approximately twice this power.

ORDER NOW with a money-back guarantee — simply by returning the coupon below. We'll send you complete instructions. (You'll be an expert in five minutes.)

List price on the 18" model is $249.00 F.O.B. our plant. The 24" model retails at $339.00.

If you are a marine dealer, write for full franchise information.

Controlled Airstreams INC.
1734 West El Segundo Blvd Gardena, Calif
Enclosed is my check or money order in advance which saves me freight and handling charges.

_____ Send me 18" **McBride Air-Thrust** at $249.00
_____ Send me 24" **McBride Air-Thrust** at $339.00
(Add 4% sales tax in state of California)
_____ Send data on Dealer Franchise.
(Attach coupon to company letterhead.)

NAME _____
ADDRESS _____
CITY _____ STATE _____

EXPLORER 22 WITH VOLVO AQUAMATIC DRIVE

VIKING 18 FOR OUTBOARD — SEDAN 18 WITH VOLVO AQUAMATIC DRIVE

More of everything

you want in the 1962 Coronet Fleet! A new Explorer 22 with deeper hull, increased headroom, larger engine, greater speed, extended cruising range and more built-in conveniences! A new Viking 18 with private toilet, larger galley and many improvements at a lower price! New Sedans in 18 and 22 foot lengths converting to sleep two, with bigger engine and improved performance plus many important safety features! Also available with folding Navy top and curtains.

Constructed of fiberglas covered mahogany plywood for minimum maintenance and maximum strength, there are 13 inboard and outboard models from 18 to 26 feet designed with you in mind. The Coronet story is free — write for complete color catalog and name of nearest dealer today.

Coronet

CORONET BOAT COMPANY, inc.
2233 EASTERN AVENUE • CINCINNATI 2, OHIO

DU PONT "SEVEN SEAS" PRODUCTS

The new Du Pont marine upholstery cleaner is the latest addition to the "7" Seas line of boat and engine care products. This formulation is intended for use on woven fabrics of synthetic and natural fibers as well as vinyl and leather upholstery. After application with a damp cloth, sponge or brush, it is wiped off along with dirt and oil stains.

Another featured item in this line of 24 products is No. 634 polyurethane calking composition. The soft calk is applied with calking gun or knife, requires no field mixing or curing accelerators and can be used above or below the waterline. Effective with all woods, it also adheres to fiberglass, metal and glass surfaces, remains flexible and does not slump or wrinkle upon aging.

Ultra V spar varnish with improved drying characteristics contains an invisible substance that absorbs the destructive ultra violet rays in sunlight.

Dulux yacht whites are modified to provide better flow. Designed for resistance to discoloration from harbor gases and retention of gloss and whiteness. Dulux whites are available in gloss, semi-gloss and flat finishes. Other materials in the marine finishes line are ship and deck enamels, cabin interior enamels, engine and boot topping enamel, anti-fouling bottom paints, primers, thinners, wood fillers and glazing composition.

Among the "7" Seas boating aids is Block moisture and corrosion control which provides immediate starting of a marine engine with wet spark plugs. Other aids are Peek marine oil additive, Showboat metal polish and cleaner, Snug canvas water repellent, heavy duty fiberglass cleaner and seven cellulose sponges. E. I. Du Pont De Nemours & Co., Inc., Wilmington 98, Del.

YACHT FITTINGS BY MERRIMAN

Merriman Brothers manufacture an extensive line of yacht fittings. The new #396C is a double ratchet cam cleat winch in #1 size for use where lines are shifted frequently. Its removable bottom action handle will not foul lines.

Sea-tested winches are self-lubricated with Lubrite and have positive pawl action and polished bronze finish. An addition to the Flat Top geared deck winches, which incorporate recessed drive shafts, is the new #399 (size 8) for Genoa and spinnaker sheets. Its high speed ratio is 24 to 1; low speed, 43 to 1. The new #379B bucket-type ratchet handle holder permits quick handle removal.

Merriman also makes rigging turnbuckles. The #377 is an open center bronze model; #377S is an open center short body turnbuckle; #377L is an open center long body type, and #477 a long body backstay model. Flexing strain on threaded stems is eliminated by #577 turnbuckle toggles. Crank underdeck turnbuckles are also made.

Merriman universal pulpits can be adjusted to fit regardless of deck camber or sheer and come in brass, chrome plated brass or stainless tubing for most sailboats, cruisers and runabouts. Merriman Brothers, Inc., 185 Amory St., Boston, Mass.

HOW TO TRANSFER FUEL SAFELY

Sierra Madre Machine Co. had outboarders' safety in mind when they came up with a Safe-T-Kwick. It's a simple, plug-in device to eliminate the hazards of pouring gasoline from reserve cans, avoiding spillage and risk of fire. Six different models meet the needs of all outboard motors. Details may be had from the manufacturer — 145 E. Montecito Ave., Sierra Madre, Calif.

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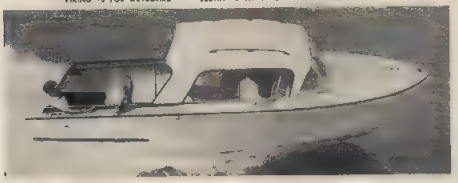
VIKING 18 FOR OUTBOARD

SEDAN 18 WITH VOLVO AQUAMATIC DRIVE



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Take a giant step to boating fun

with the **Corsair** RADLEY

11-ft. sailboat

Lightweight (under 40 lbs.). One person to lift it. Can be transported on top of car or in station wagon any time you visit lake or beach.

The Radley "Corsair" is complete, nothing else to buy and no additional costs—you pay no extra crating charges! Here's what you get:

- Polystyrene foam hull with protective marine coating!
- Plastic coated nylon sail with Deluxe model, crystal clear vinyl sail with Standard model!
- Alcoa Aluminum 7-ft. mast & two 10-ft. booms!
- Rustproof marine hardware!
- Removable centerboard!
- Steering rudder!

Look at these features

- **Absolutely safe! Can't sink or swamp!**
- **No repair problems—virtually maintenance free!**
- **No experience necessary—anyone can sail it using our easy "Learn to Sail" manual (included)!**
- **Budget priced to help you stretch your family's recreation dollar!**
- **Polystyrene foam boat is light (under 40 lbs.), yet supports over 1000 lbs.**
- **Plastic coated nylon sail is water-repellent, rot and mildew resistant!**

"Corsair" is absolutely safe! Can't possibly sink or swamp . . . and it supports over 1000 lbs.

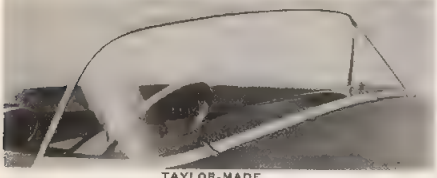
No storage problems. Requires only 11 inches of floor space. Just stand it up against garage wall.

RADLEY DELUXE "CORSAIR" SAILBOAT. Now, boating is within the reach of every family . . . and at a price your budget absorbs without a murmur! She'll be a sight to behold with her **colored hull and sail** . . . a pride to own . . . and fun to sail! One-piece hull (swamp-proof and can't possibly sink) has special marine coating for added protection and is made **entirely of expanded polystyrene foam —a buoyant flotation material** that was developed for use in life rafts. Fitted with a deluxe, plastic **coated nylon sail**—a reinforced nylon sail designed and engineered to resist sail weather . . . water repellent, rot and mildew resistant. Complete with **Alcoa aluminum 7-ft. mast and two 10-ft. booms,** rustproof marine hardware, removable centerboard and rudder. **Size:** 11-ft. long, 46-in. beam. **Specify color: White boat/Red sail, Blue boat/White sail, Red boat/Yellow sail.** Ship. wt. 35 lbs. **F.O.B. factory Michigan.**

3519AF7850 Radley Deluxe "Corsair" . . . . . Retail **$110.50**

RADLEY "CORSAIR" SAILBOAT. Complete with all the appointments, hardware and fittings of deluxe model, except boat available in **White only with a crystal clear vinyl sail.** Ship. wt. 35 lbs. **F.O.B. factory Michigan.**

3518AF6996 Radley "Corsair" . . . . . Retail **$98.75**



TAYLOR-MADE

The First and Finest Family of Marine Windshields, Convertible Tops and Boat Covers

Taylor windshields feature heat formed **Aircraft Plexiglas**, Twin-flap deck channels in white vinyl, heavy aluminum framing for strength and beauty, chrome external deck angles for easy installation. The **Holiday 21B Convertible Windshield and Top** features the **Speedaire 20" Windshield** with **Speedaire Wind Wings** for perfect ventilation. The **BoaTop** is 72" long in **Aqua Grey Vivatex Army Duck** and fitted with white vinyl covered frames with chrome hardware. BoaTop has rigid nylon **TopLok** fasteners snap over the **TopLok** windshield moulding. **F.O.B. New York Factory.**

Taylor SportShields

Heavy Aluminum framing. Heat formed Aircraft Plexiglas for visibility and durability. Twin-Flap deck channel in white Vinyl. Easily installed using chrome external deck angles. Available in 12", 15" and 17" heights. Select wing tip width necessary for your boat. Listed below are the most popular wing tip widths in three heights. Can be supplied to specifications not listed from the complete Taylor line. All Taylor marine equipment shipped promptly from the **New York Factory.**

12" Height SportShields

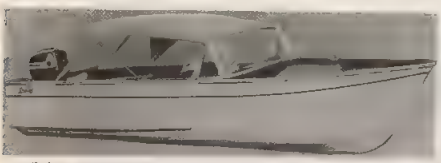
Cat. Number	Height	Wing Tip Width	Ship. Weight	Sugg. Retail
2934AF1751	12"	41" to 45"	9 lbs.	$26.95
2515AF1811	12"	46" to 49"	9 lbs.	27.95

15" Height SportShields

2579AF2851	15"	50" to 53"	10 lbs	31.95
2580AF2111	15"	54" to 57"	12 lbs.	32.95
2581AF2231	15"	58" to 61"	12 lbs.	34.95

17" Height SportShields

3312AF2531	17"	54" to 57"	12 lbs.	39.95
3313AF2591	17"	58" to 61"	13 lbs.	40.95
3314AF2661	17"	62" to 65"	13 lbs.	41.95



Taylor Holiday Convertible with Speedaire 19" or 20" Holiday Windshield

Speedaire windshield with TopLok framing, Speedaire ventilation, twin-flap deck channel in white vinyl, and chrome external deck angles. **Boat Top** is 72" long, in Aqua Grey Vivatex army duck with white vinyl covered frames and chrome hardware. Select windshield width needed. **F.O.B. New York Factory.**

Catalog Number	Windshield Height	Windshield Wing Tip Width	Ship. Weight	Sugg. Retail
3318AF6892	19"	51" to 55"	29 lbs.	$112.65
3319AF7340	19"	58" to 59"	31 lbs	118.45
3320AF7852	20"	60" to 63"	33 lbs	128.65
3321AF7976	20"	64" to 67"	36 lbs.	130.70
3322AF8332	20"	68" to 71"	38 lbs.	136.65
3323AF8485	20"	72" to 75"	42 lbs.	139.20

2999AF1564—Clear Vinyl side curtain. Specify 19" or 20" size. Ship. wt. 3 lbs. Ret. $33.50

Taylor Big T Boat Covers

Made of heavy duty 10 oz., high count twill in **Aqua Grey Vivatex.** Double stitched throughout with Nylon cord. Draw rope is braided sash cord. Windshield allowance for 15" to 20" windshields. Motor hood will accommodate motors up to 50 HP. Correct allowance for adequate overlap all around and weathering take up. In selecting a cover check boat measurements against specifications shown. Approximate shipping weight is 8 to 10 lbs. **F.O.B. New York Factory.**

Cat. Number	Overall Length	Recommended Boat Size: Width 2' From Bow	Width 4' From Bow	Max. Beam	Transom Width	Deck Length	Sugg. Retail
2940AF1881	13'9"-13'10"	39"-39"	51"-51"	57"-64"	40"-52"	48"-58"	$29.95
2939AF2111	13'9"-13'10"	47"-47"	56"-62"	62"-69"	54"-62"	49"-58"	32.95
2951AF2294	13'9"-14' 8"	49"-49"	63"-69"	66"-73"	54"-62"	54"-64"	34.50
2952AF2351	14'8"-15' 4"	45"-51"	60"-66"	65"-73"	54"-62"	58"-68"	36.95
2953AF2384	15'01"-15' 8"	39"-44"	50"-05"	66"-74"	52"-60"	58" 68"	37.50
2954AF2381	16'0"-16' 5"	57"-63"	59"-65"	66"-74"	54" 62"	58"-68"	39.95

(A) CRAFTINT "400" CLOWNS PAINT-BY-NUMBER SET. 3 large 12x16" mounted canvas panels, 18 numbered artists' oil paints, 3 quality brushes, brush cleaner, complete instructions.
2R69X265 3½ lbs. **Retail $4.00**

(B) CRAFTINT "400" BALLET DANCERS PAINT-BY-NUMBER SET. 3 large 12x16" canvas panels, 18 numbered artists' oil paints, 3 quality brushes, brush cleaner, complete instructions.
2R70X265 3½ lbs. **Retail $4.00**

(C) CRAFTINT "600" SHIP AND LIGHTHOUSE PAINT-BY-NUMBER SET. Has 2 extra-large 18x24" canvas panels, 30 numbered oil paints, 3 selected brushes, cleaner, complete instructions.
2R66X397 5½ lbs. **Retail $6.00**

(D) CRAFTINT "600" STALLION PAINT-BY-NUMBER SET. Magnificent horse paintings. Two 18x24" mounted panels, 30 numbered oil paints, 3 brushes, cleaner, instructions.
2R65X397 5½ lbs. **Retail $6.00**

(E) GLASS PANEL "ORIENTAL BIRDS" PAINT-BY-NUMBER SET. New decorative idea—you paint on 2 big 7x16" 18K gold-edged fused glass panels. 18 paints, 2 brushes, hangers.
2R68X397 3½ lbs. **Retail $6.00**

(F) GLASS PANEL "JAPANESE FIGURES" PAINT-BY-NUMBER SET. Has 2 big 7x16" fused glass panels edged in 22K gold, 18 numbered oil paints, 2 brushes, hangers, instructions.
2R67X397 3½ lbs. **Retail $6.00**

(G) "THE BIRCHES"—CRAFTMASTER "40" PAINT-BY-NUMBER SET. Has one 18x24", and two 8x10" pictures, plus 40 Keuro oil paints, 3 brushes, cleaner, instructions.
2R72X335 5 lbs. **Retail $5.00**

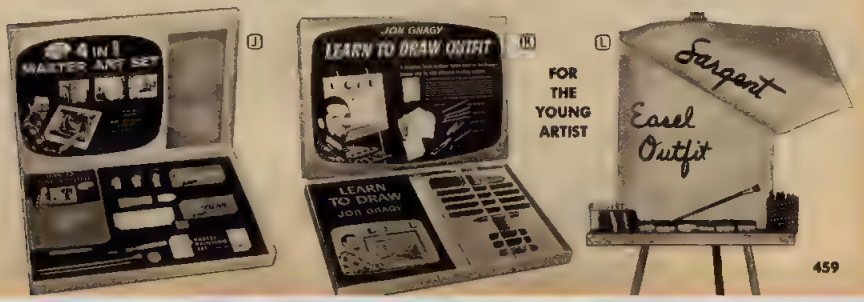
(H) "LAST SUPPER" PAINT-BY-NUMBER SET BY CRAFTMASTER. DaVinci's masterpiece on big 32x15" panel. 45 Keuro oil paints, palette, artist's brushes, cleaner.
2R71X335 4½ lbs. **Retail $5.00**

DaVinci's Masterpiece—The "LAST SUPPER" in a BIG 32x15" Size—With 45 Oil Paints

(J) JON GNAGY MASTER ART SET. This handsome new set contains all the materials and instructions you need for the four basic art mediums —(1) oil painting, (2) watercolor painting, (3) pastel, (4) pencil-charcoal sketching.
2R76X465 4¾ lbs. **Retail $9.95**

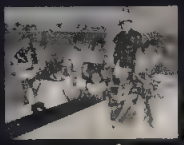
(K) JON GNAGY LEARN TO DRAW OUTFIT. Has 12x18" board, 24 sheets drawing paper, pencils, chalk, and 64 page instruction book.
2R74X197 3 lbs. **Retail $2.95**
SKETCHING PAPER REFILL. 12x18" manila.
2R75X65 100 sheets. 2 lbs. **Retail $1.00**

(L) SARGENT EASEL COLORING OUTFIT. Has 4-ft folding easel, six 2-oz. jars of tempra colors, box of pastels, box of wash-off crayons, drawing pad and water color brush. Ideal outfit for little artists.
2R73X465 7½ lbs. **Retail $7.00**



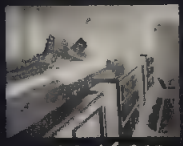
SPACE

CRAFT for 1962



more space

more space



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ORDER NOW for Spring Delivery!
Write for FREE Brochure and information:

The ultimate in eye appeal with approximately 40% more space than conventional hulls. Creger Catamarans provide 28 to 30% more speed per horsepower and ride comfortably on rough water. Extremely stable, completely livable—ideal family boats.

CREGER 40'

CATAMARAN CRUISING SLOOP

L.O.A.—39' 10" L.W.L.—33' 4"
Draft—3 Beam—15'
Sail Area—741 sq. ft.

Accommodations for 10—two staterooms forward plus owner's amidships, each with private head. Huge salon settee at window height, complete galley with chill box and freezer. Rugged marine plywood construction with all exterior surfaces fiberglassed. Simple rig, an easy sailer for two. Fast—clocked to 27 knots. Large storage space, and a cruising range limited only by desire. Built to any stage, or complete for $29,995*

Creger Catamaran, Corp.

PC-30'

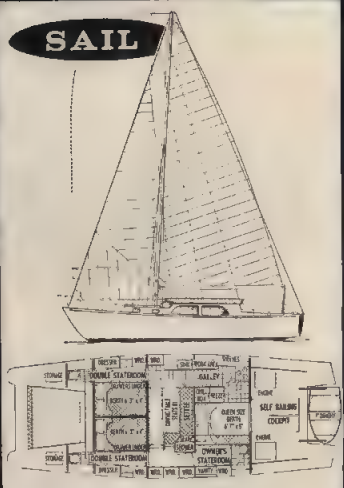
CATAMARAN SEDAN POWER CRUISER

L.O.A.—30' Beam—13'
Draft—22"

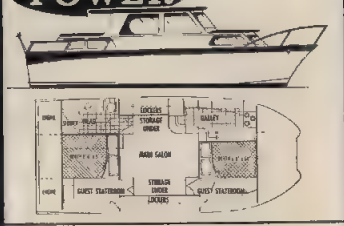
Comparable to boats half-again her size, with two private double staterooms, roomy head, full shower, complete galley with service bar, 13' x 9' salon with hide-a-bed. A magnificent performer—speeds to 30 knots. Inside control station with twin engine maneuverability and safety. Smooth riding and a 500-mile cruising range. Built to any stage, or complete for $17,500*!

Creger

SAIL



POWER



Custom Designs 14' to 150'—interiors to suit
Designed by F. H. "Skip" Creger, N.A., M.E.
—with over 16 years of Catamaran design.

*Prices FOB closest point—Los Angeles, San Francisco, New York Chicago or Galveston.

CATAMARAN

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Why it makes sense to go Crestliner...

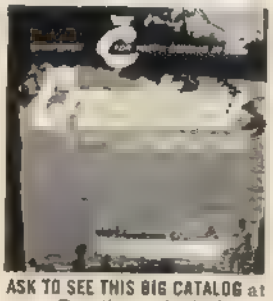
REVOLUTIONARY AND TOTALLY NEW ALUMINUM HULL!

ROOM AND COMFORT for 6—on foam cushions in luxurious vinyl. Stern pan is unitized with hull for great strength

Even our test drivers couldn't take the punishment they gave this new hull! It's a revolutionary idea in boat building It's the biggest news on the waterfront this year—and it comes from Crestliner

Start with heavy gauge plates of new marine aluminum alloy. Shape them to a sleek hull form. Join these plates, full length, in extruded aluminum moldings. Bond each joint with a continuous hidden weld, until the entire hull is fused into one structural piece—**unitized.** No rivets to mar its beautiful, fast lines. No excess deadweight of ribs and braces!

The sparkling new runabout shown above is a full 14 feet long but light in weight, seats six luxuriously, and performs like a breeze. A 40 HP outboard will zip two adults along at 32 mph; 50 HP will plane it with six aboard. **Nobody builds a boat like Crestliner.** Go see your Crestliner dealer: he has dozens of handsome models, in aluminum and fiberglass; he offers liberal terms and trade-ins. See him this very week!



ASK TO SEE THIS BIG CATALOG at your Crestliner dealer's, or write us for your own copy, at Thompsonville, Conn.

Crestliner

A DIVISION OF BIGELOW-SANFORD, INC., HEADQUARTERS. THOMPSONVILLE, CONN. LICENSEE WATERLOO, CANADA. AFFILIATE: COMO, ITALY

NEWS FOR INBOARDERS!

8 Reasons Why You Should Specify MERCRUISER Stern Drive on Your Next Inboard:

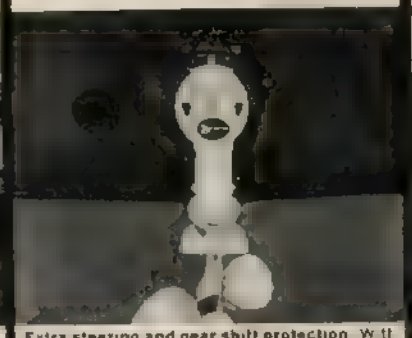
Portability. MerCruiser's Stern Drive lets you launch, beach, and trailer your boat with ease. There's no fixed shaft, strut, or prop to damage. This portability also makes maintenance of both boat and motor easier, cheaper.

Maneuverability. With MerCruiser you can back to starboard or port as easily as with an outboard. The prop acts as a power rudder, giving you perfect control under all conditions.

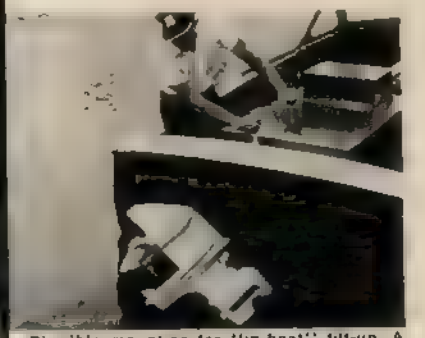
Greater propulsion efficiency. MerCruiser increases efficiency by applying the angle of prop thrust parallel to the plane of motion. This eliminates the inclined propeller shaft with its strut and rudder drag. Inboards converted to MerCruiser show a 10 to 25% increase in speed with the same power plant.

The most impact protection. MerCruiser gives you 22 years of outboard engineering experience. Glide Angle design shock absorber, safety tilt cut off switch, and shear-proof prop drive protect you from submerged obstacle damage.

The most power. MerCruiser is recommended for inboards of 110 to 250 hp, but it has been successfully tested on the Boeing 330 hp gas turbine engine shown above. This 32% overload vividly demonstrates MerCruiser's reserve safety and durability.



Extra steering and gear shift protection. With MerCruiser, there are no steering or control linkages and fittings outside the boat exposed to damage or corrosion. MerCruiser is the neatest, cleanest, safest installation.



Dirigible mounting for "in-boat" tilt-up. A manual or electrical control operated inside the boat rotates the MerCruiser Stern Drive up 180° for easy access to prop, for launching, trailering or corrosion proof mooring. It's the only stern drive that lets you easily install a spare prop at sea from inside the boat, so you save haul-out expense.

Coast-to-coast network of factory-trained mechanics. Although MerCruiser is new, we have already established a national service organization of factory-trained specialists, tools and parts. Wherever you boat, there's a MerCruiser specialist nearby.

MERCRUISER Stern Drives are available now with these fine marine engines:

Flagship Marine • *Trent & Perrin* • *BC IEL*
Daimler-Benz • *Chrysler* • *Gray Marine*
Interceptor • *Crusader Marine*

When you order your next boat, specify

MERCRUISER Stern Drive!

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SEWING MACHINES by CROWN

20 YEAR GUARANTEE CERTIFICATE WITH EVERY MACHINE

Sew the easy way!

CROWN SEWING MACHINES ARE ADVERTISED IN THESE MAGAZINES

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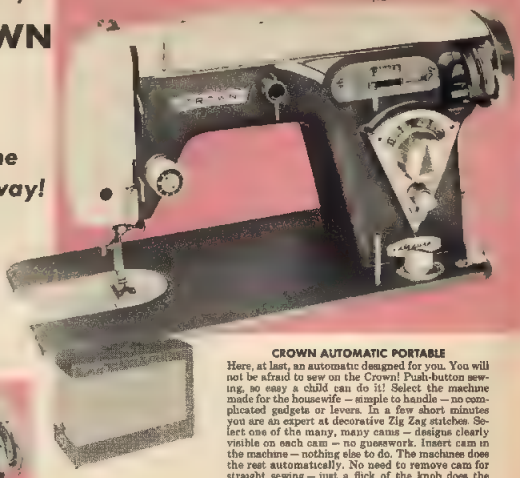
House Beautiful publication



CROWN AUTOMATIC PORTABLE

Here, at last, an automatic designed for you. You will not be afraid to sew on the Crown! Push-button sewing, so easy a child can do it! Select the machine made for the housewife — simple to handle — no complicated gadgets or levers. In a few short minutes you are an expert at decorative Zig Zag stitches. Select one of the many, many cams — designs clearly visible on each cam — no guesswork. Insert cam in the machine — nothing else to do. The machines does the rest automatically. No need to remove cam for straight sewing — just a flick of the knob does the job. Available in lustrous two-tone color

PORTABLE (as illustrated, with carrying case and foot pedal) *Shpg. Wt. 45 lbs.*

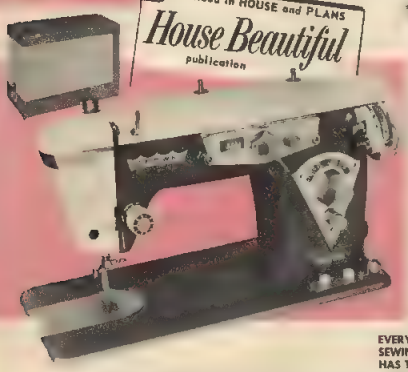
No. 191-10J8670 . . . . . **$199.00**

Crown Automatic in Queen Anne Console (see below) *Shpg. Wt. 70 lbs.*

No. 191-11J10990 . . . . . **$239.00**

Crown Automatic in Desk Console (see below). *Shpg. Wt. 85 lbs.*

No. 191-12J14060 . . . . . **$299.00**



REMEMBER — it must have cams to be automatic! And this machine has 20 cams.

CROWN DELUXE ZIG ZAG PORTABLE

What every woman dreams of: a machine that does everything — makes decorative Zig Zag stitches, sews on buttons, makes button-holes, embroiders, monograms, darns, mends all without attachments. Featuring the so-easy push-button sewing. Magnificent in two-tone color

Portable (as illus., with carrying case, foot pedal), *Shpg. Wt. 45 lbs.*

No. 191-13J6440 . . . . . **$149.00**

Zig Zag in Queen Anne Console. *Shpg. Wt. 70 lbs.*

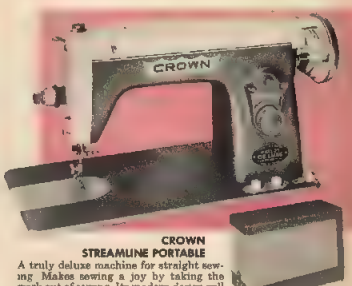
No. 191-14J8470 . . . . . **$179.00**

Zig Zag in Desk Console. *Shpg. Wt. 85 lbs.*

No. 191-15J11690 . . . . . **$249.00**

EVERY CROWN SEWING MACHINE HAS THESE PLUS FEATURES

- ROUND BOBBIN FOR QUIET SEWING
- AUTOMATIC CALIBRATED TENSION
- HEAVY DUTY AC-DC MOTOR
- AUTOMATIC BOBBIN WINDER
- FORWARD AND REVERSE
- HINGED PRESSER FOOT SEWS OVER PINS
- AUTOMATIC DARNER
- ADJUSTABLE STITCH REGULATOR
- VARIABLE 7 SPEED CONTROL
- [illegible]
- BOX OF ACCESSORIES WITH OIL CAN, SCREW DRIVERS, EXTRA NEEDLES AND BOBBINS
- PRECISION MADE BY EXPERTS
- [illegible]
- TWO-TONE CARRYING CASE WITH CONVENIENT STORAGE COMPARTMENT



CROWN STREAMLINE PORTABLE

A truly deluxe machine for straight sewing. Makes sewing a joy by taking the work out of sewing. Its modern design will appeal to all. Features the so-easy push button sewing. Has the handy built-in light and is available in brilliant two-tone color

Streamline Portable (as illustrated with carrying case, foot pedal)

No. 191-16J4690 *Shpg. Wt. 45 lbs.* **$119.00**

Streamline Portable in Queen Anne Console. *Shpg. Wt. 70 lbs.*

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Streamline Portable in Desk Console, *Shpg. Wt. 85 lbs.*

No. 191-18J9870 . . . . . **$219.00**

Button Hole Attachment

191-19J660 . . . . . **$10.95**

11 piece set of most used attachments.

191-20J290 . . . . . **$4.50**

DELUXE WALNUT DESK

Can be used as a desk at home. Fits any decor. Divided top and large drawer space. Exquisite and expensive molding throughout. Available in genuine mahogany, limed oak or walnut veneers.

← **QUEEN ANNE CONSOLE**

The most popular cabinet with the desired Queen Anne legs. Full size available . . in genuine mahogany, limed oak or walnut veneers

Important — See page 3 for information regarding retail prices.

DAISY 75th ANNIVERSARY SPECIAL!

(A) BENJAMIN REPEATER CO_2 GAS RIFLE. High-velocity power! For shooting 22 Cal round lead shot. Up to 25 shots from one CO_2 Gas cartridge. Bolt action. Curton walnut stock. Comes with CO_2 cartridge and shot.
1AS71X1665 Retail $24.95
Smooth Bore BB Gun. Regular stock. For lead or steel BB shot. With CO_2 cartridge, BB's.
1AS72X1320 Retail $19.95
.22 Cal. Lead Pellets. 425 Shots.
BH267X67 Retail $1.00
.177 Cal. Lead Pellets. 500 shots.
BH264X67 Retail $1.00
Round Steel BB Shots. 1200 shots.
BH269X67 Retail $1.00

(B) BENJAMIN REPEATER AIR RIFLE. Bolt action, hammer fire-adjustable shooting force from pump action. Shoots .22 cal. round lead shot. Piggy back magazine Custom walnut stock. 36".
1AS76X1995 Retail $29.95
100-Shot BB Air Rifle. Smooth bore, regular stock. BB's.
1AS77X1665 Retail $24.95

(C) BENJAMIN SINGLE SHOT AIR RIFLE. For .22 pellets, darts.
1AS78X1665 Rifled Barrel $24.95
For .177 lead pellets, darts.
1AS79X1665 Rifled Barrel $24.95
Smooth Bore Air Rifle. For BB's and 177 darts.
1AS80X1665 Retail $24.95
1AS81X1995 Retail $22.95

(D) DAISY SCOPE GUN. Lever action repeater . . . and the only BB Gun with real 2-power 11" telescopic sight! Cross-hair adjustment for windage and elevation. Durable steel construction with wood-grain style stock . . . shorter length fits more youngsters. 30¼" long. Supply of BB's, gun oil and book.
1AS82X600 . . . . . Retail $8.55

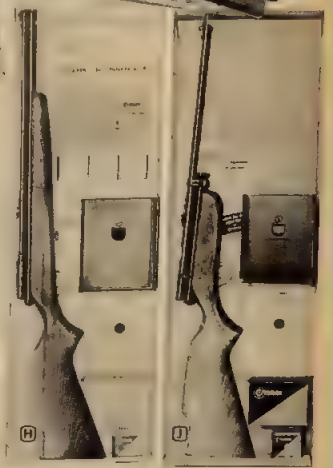
(E) DAISY PUMP GUN. The king of all BB guns! A take-down model with real pump action and automatic feed! Gives the lucky owner a feeling of grown-up pride of possession, and incentive to proper gun handling. 50-shot model. Adjustable peep-and-open sights. Overall length 37". Supply of BB's, gun oil, take-down tool, instructions.
1AS83X666 Retail $9.45

(F) DAISY TARGET SPECIAL BB GUN. Designed expressly for marksmanship training. 50-shot automatic feed repeater action. Real target rifle weight, feel and balance. 38½" long. Hooded 4-way front sight with 4 aperture discs. Adjustable genuine leather sling. Approved for *NRA's* spring type air rifle program. Adjustable rear peep sight. Wooden stock. Beavertail forearm. BB's, Oil.
1AS84X1000 . . . . . Retail $14.30

(G) DAISY 75th ANNIVERSARY BB GUN SPECIAL! A two-for-one low price special . . . an outstanding Father and Son combination outfit. The authentic western style pistol shoots standard .177 cal. BB's. The air rifle is the famous Daisy Ricochet Sound 850-shot model. Outfit includes supply of BB's, tube of gun oil and 16-page book
1AS85X1000 Retail $14.20

(H) CROSMAN AIR-POWERED PELL-GUN RIFLE OUTFITS. High compression air power . . . power determined by number of pump strokes! Air-Trol valve prevents over-pumping. Self-cocking rifle has turning bar lock safety and all steel Tru-Flyte barrel. Comes with Bell-Ringing Target, box of Super-Pells, 6 giant CO_2 Powerlets, target inserts. 4½ lbs.
1AS87X1665 .22 Cal.Ret. $24.95
1AS99X1665 .177 Cal.Ret. $24.95

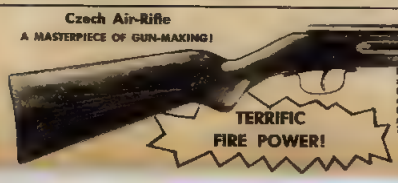
(J) CROSMAN CO_2 CARBINE OUTFIT. Ideal "first gun" for young shooter! CO_2 gas powered single shot Pellgun rifle with smooth bolt action. Plus Bell-ringing target, box of Super-Pells, 6 giant CO_2 gas Powerlets, and supply of target inserts. Gun gives adjustable low and high power performance. 3¾ lbs.
1AS86X1525 .22 Cal.Ret. $23.75
1AS88X1525 .177 Cal.Ret. $23.75



Czech Air-Rifle

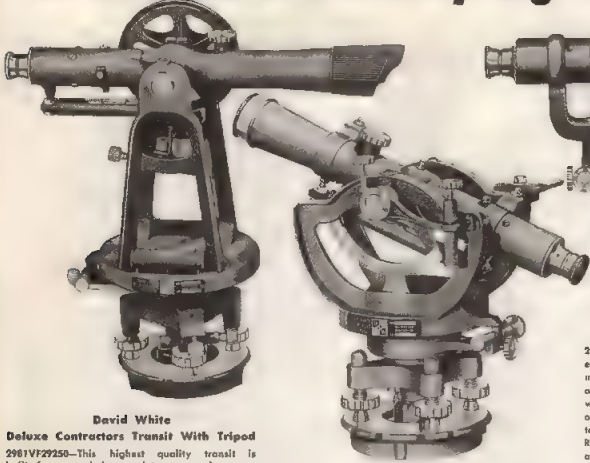
A MASTERPIECE OF GUN-MAKING!

For Target Shooting and Small Game Hunting



LATEST MODEL CZECH AIR-RIFLE. Developed by one of Europe's greatest firearms factories a masterpiece of gunsmithing, and the ultimate in firing accuracy and power! Ideal for target practice and small game hunting. Genuine rifled barrel made with painstaking care ordinarily only found in regular .25 cal. rifles . . . result in greater accuracy and more penetration power than ever before possible in an air rifle. Shoots .177 pellets and darts. Stock is hand-rubbed Canadian wood, beautifully polished
1AS81X825 . . . . . Retail $14.95

DAVID WHITE Surveying Instruments



David White
Deluxe Contractors Transit With Tripod

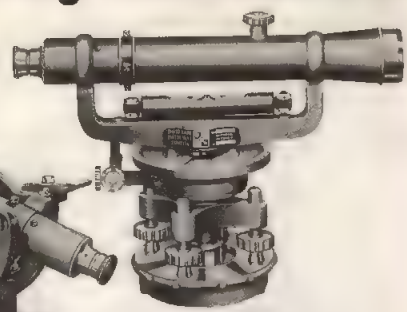
2981VF29250—This highest quality transit is built for rugged heavy duty use and assures contractors and engineers precise results on the largest and most exacting highway, bridge, building, and other construction work. The 12" telescope features include 26 power, coated optics, internal rack and pinion focusing and revolves a full 360 degrees. The transit Readings are as follows. Horizontal Circle and Vertical Circle are divided every 20 minutes and numbered from 0 to 90 degrees every 10 degrees in quadrants . . . glass covered vernier reads to 1 minute . . . grained vernier reads to 1 minute, has aluminum removable guard. Outstanding deluxe features are telescope and plate levels, 4 dust-protected leveling screws, and high safety factors for screws, clamps and centers for exacting, precise readings. Aluminum leg universal tripod affords great stability and is not affected by vibration or wind. Transit is complete with hardwood carrying case, carrying strap, 6 oz. plub bob, sunshade, adjusting pin and trivet points. Complete instructions

Retail $325.00

David White
Universal Builders Level Transit

2980VF20025—A most popular building instrument, ideal for building and road construction. Also used in aligning foundation piers, plumbing walls and uprights, ascertaining tilting slopes, leveling floors, shafts and sills, running boundary lines and general landscape work. Telescope is 12", 26 power, has adjustable eyepiece and internal rack and pinion focusing. Instrument is of one piece pressure cast construction, has 2 point alignment, permanently lubricated races, vertical and horizontal alignment and dust protected leveling screws. Readings: 3 11/16" horizontal circle graduated from 0 degree to 90 degrees, 4¾" vertical arc numbered clockwise and counter clockwise 0 degree—45 degrees. Complete with aluminum leg universal tripod, hardwood carrying case, carrying strap, plumb bob, sunshade and complete instructions

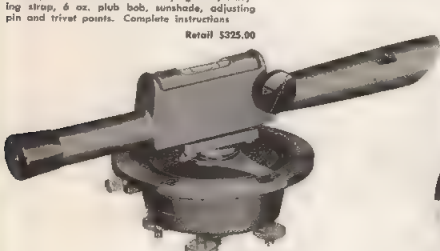
Retail $222.50



David White
Builders 12" Dumpy Level

2982VF15615—An indispensable instrument for measuring elevation, laying out foundations, laying bricks, draining, contouring, irrigating and grading. Excellent design and superior construction Double row of ball bearings with steel center moves in permanently lubricated inner and outer races. Telescope is 12", 26 power, has interna rack and pinion focusing, 6' minimum focus. Rigid one piece level bar support. Positive clamping and tangent motions. Element-protected leveling screws. Readings: 3 11/16" horizontal circle is numbered every 10 degrees to read clockwise and counter clockwise from 0 degree to 90 degrees . . . vernier reads to 5 minutes Complete with aluminum leg universal tripod, hardwood carrying case, carrying strap, plumb bob, adjusting pins, trivet points and complete instruction book

Retail $173.50



David White
Meridian Construction Level

2984VF4296—A precision construction level at an economical price Simple design and amazing accuracy of the level makes it ideal for finding elevations, laying out angles, contours, fences, tiles, footings and ditches, determining grades and many other construction operations Telescope is 10½", 18 power, internal rack and pinion focusing can be operated with either hand, built-in sunshade and 4' minimum focus. Construction features include: enclosed aluminum alloy body, 4 brass, nickel-plated leveling screws, level vial with 10 minutes per 2 mm sensitivity; horizontal circle graduations are shown directly on base Gray, baked enamel finish Readings. 3⅝" horizontal circle, numbered every 10 degrees from 0 degree to 90 degrees, has adjustable index pointer Complete with heavy-leg tripod; lightweight, tapered fiber glass carrying case, plumb bob and instruction book.

Retail $54.50

David White
Builders Rods and Targets

Rods are made of strong and seasoned magnolia wood. Large easy-to-read graduations. Curved surface prevents reflections Extends easily and locks in any desired position. Die cast target is reversible, 6" in diameter, moves smoothly up and down and may be clamped any place on the rod

2700VF1782—Rod & Target 14', 3 section in feet, inches and eighths **Retail $20.25**

2701VF1782—Rod & Target 14', 3 section in feet, tenths and hundredths **Retail $20 25**

2702VF1166—Rod & Target 9', 2 section in feet, inches and eighths. **Retail $13 25**

David White
Continental Level-Transit

2983VF6820—The Continental level-transit is designed to a new compact size for greater utility and engineered for amazing accuracy and ease of operation Excellent for leveling, aligning, plumbing, laying out both horizontal and vertical angles, setting building lines, etc. Telescope is 6", 8 power, has micrometer ring objective focusing, wide field of view and 3½' minimum focus. Readings: 3½" horizontal circle is divided and numbered every 10 degrees from 10 degrees to 180 degrees both ways . . . rotates for zero settings, vernier plate reads to degrees; vertical arc graduated in degrees both ways 0 degree to 45 degrees. Die cast high strength aluminum alloy construction. Precision ground leveling plate is optically flat, chrome plated and has permanently built in wick lubricating system Companion tripod is of lightweight aluminum folds to 22" extends to 58 Tripod with instrument attached weighs under 4 lbs. Complete with tripod, leather carrying case, plumb bob and full instructions.

Retail $77 50

you will sell Dell toys first...

sell them fast... sell them often...

WHY? Because every DELL SQUEEZE TOY is a best-beloved personality...pre-sold nationally through TV, movies and comics...popular with kids and parents alike. Constant favorites...Mickey Mouse, Donald Duck, Yogi Bear and many others... exciting, new stars...Pinocchio and Ludwig Von Drake...mean big demand, rapid turnover, easy profits in a growing market.

Attractive DELL SQUEEZE TOYS develop sales in slack months...GIVE YOU SOLID VALUE FOR VOLUME SALES—ALL YEAR LONG.

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THE TRADEMARK THAT GUARANTEES QUALITY

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On display in Room 854, Dell Distributing, Inc., 200 Fifth Avenue, New York 10, New York

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VISIT US IN ROOM 745, HOTEL NEW YORKER, DURING THE WEEK OF THE TOY SHOW

DIAMOND

PITCHING HORSESHOES

NOW PACKED IN SETS

2 PAIR TO A SET IN A STURDY CORRUGATED CARRYING CASE with Plastic Handle

Convenient for Stack and Display

Ask your wholesaler.

DIAMOND TOOL and Horseshoe Co.

DULUTH, MINN. EST. 1906 TORONTO, ONT.

(For More Information Circle No. 90 on Page 183)

YOU'LL FIND SICO'S TUCK-AWAY IS THE FINEST

The Sico TUCK-AWAY tennis table is amazing . . . its outstanding portability makes any room a game room because it's ready for play or stored away in just three seconds! Folds so easily and safely, a child can use it.

And it's economical. All metal parts are chromeate plated. No paint to chip or peel . . . it's seven times more rust resistant than paint or lacquer. The TUCK-AWAY tables ¾" Tunbland particle board top is uniformly smooth and will not splinter, warp or delaminate like plywood.

Regulation flat green with white court lines, each Sico TUCK-AWAY tennis table has the USTTA seal of approval for official tournament play.

Dealerships available. Write today for more FREE, fully illustrated information on the exclusive Sico TUCK-AWAY tennis table

SICO MANUFACTURING COMPANY, INC.

(For More Information Circle No. 91 on Page 183)

BUSINESS AND FINANCE

(CONTINUED FROM PRECEDING PAGE)

and winter catalog has 790 pages, including full color illustrations of both soft and hard lines of merchandise.

Merchandise including sporting goods will be supplied from General Merchandise's highly automated Milwaukee warehouse, which aggregates more than a half million square feet on one floor. Customers will be able to place orders at stores by phone or in person and pick up merchandise within 48 hours.

Plans Denver Factory

Lake O' the Woods Mfg Co., canvas goods manufacturer, will move December 1 from Iron Point, Mich., to Denver, Colo., a Denver realtor revealed October 1. The company is erecting a 20,000-square foot one-story masonry building on a two-acre plot at 307 West forty-fifth avenue and expects to employ 125 persons with an annual payroll of $600,000.

Ed Maslon is president of Lake O' the Woods, which produces tents, sleeping bags and canvas shelters.

Dun & Brad Named in $16 Million Suit

Dejay Stores, Inc., its chairman, and two related companies have filed a $16 million damage suit in New York County against Dun & Bradstreet, Inc.

The companies contend Dun & Bradstreet "wrongfully caused Chapter X (bankruptcy) proceedings to be instituted" against Dejay. They also charged Dun & Bradstreet with issuing "false and defamatory reports" about Dejay, its chairman and the other companies.

Under Chapter X, three creditors of a company may ask that it be thrown into involuntary bankruptcy. Dejay alleges at least one of the creditors did not authorize the action.

In another development, Dejay said it was looking for another company to buy it, because of troubles allegedly resulting from the Chapter X proceeding.

Plastic Bowling Ball Gets Financing

Electro-Science Investors, Inc., Dallas, Tex., has invested $250,000 in five per cent five year senior notes of Columbia Industries, San Antonio-based plastics firm which manufactures a plastic bowling ball marketed nationwide.

ESI has also acquired 2,500 common shares of Columbia Industries and five-year warrants for an additional 47,500 shares of common stock, ESI president Joseph F. McKinney said. Columbia now has 102,500 common shares outstanding.

Gateway Co. Elects Former Stock Boy

Election of a new president and realignment of the executive staff of Gateway Sporting Goods Co., Kansas City, Mo., was announced October 1 by Louis A. Cumonow, founder and president since the company's organization in 1918.

Barney Goldberg, 43, who started as a stock clerk in 1938, was named president, replacing Cumonow, who remains as chairman.

Other officers receiving promo-

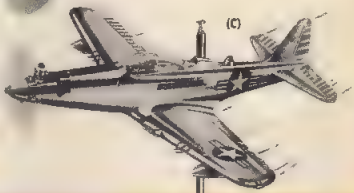
CESSNA 175 BASIC TRAINER—a big plane, engineered for the beginner with hi-wing design for maximum lift and automatic starter-equipped .049 engine. "Dura-crash" plastic airframe for durability; foolproof tricycle landing gear. Big 2¼ ft. wingspan.
142/667 **LIST $9.98**

TURBOJET KIT—supersonic swept-wing design, 15¾" wingspan. Rugged 2-tone Dura-flex construction, nylon prop, tri-cycle gear. Powered by .049 engine with automatic starter. Absolutely complete package includes fuel, starter-battery, and all flying accessories.
106/960 **LIST $15.98**

AEROMITE KIT—everyone's favorite stunt ship! .049 automatic clutch starter engine, nylon prop, tri-cycle gear. Wingspan 13¾". Absolutely complete package includes fuel, starter battery, and all flying accessories.
101/840 **LIST $13.98**

(A)

(B)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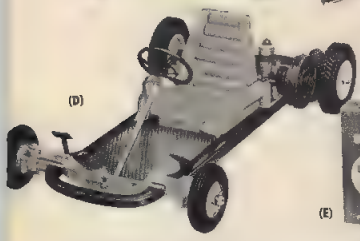
(D)

(E)

(A) B33 DEBONAIR—new full fuselage model powered by .049 Hustler engine with unique speed and ability to climb and stunt. Tricycle gear, nylon prop, vertical stabilizer 15' wingspan, 12" fuselage.
180/532 **LIST $7.98**

(B) P39 AIRACOBRA-easiest starting, best flying plane powered by .049 engine with automatic starter. Fires rockets from under wings while in flight. Navigation light atop fuselage. Hinged cockpit canopy, removable engine cowl, tricycle gear. 24" wingspan, 12" fuselage
150/667 **LIST $9.98**

(C) P63 KINGCOBRA—first silver metalized ready-to-fly airplane with amazing rivet detail. Adjustable "pilot control" allows "pilot" to adjust elevator to his flying skill. Full power .049 engine with automatic clutch starter. Wing tanks, tricycle gear, hinged canopy. Flies 35 mph.
185/732 **LIST $10.95**

(D) JR. GO-CART—a thrill-a-minute. Only 16" long but whizzes along at 40 mph. Powered by automatic clutch starter .049 engine. Steel frame, aluminum floor board, rubber tires, belt drive. Races circular or straightaway.
205/732 **LIST $10.98**

(E) CUSTOM ACCESSORY KIT—absolutely complete: starter battery, Premium racing fuel, pouring spout all-purpose wrench, battery wires with terminals, flying lines and control handle.
602/200 **LIST $3.00**

DICK TRACY 2-WAY WRIST RADIO—at last! Transistorized 2 way wrist radio that actually works. Electronic transceiver operates on citizen's band frequency up to 700 feet, and communicates with wrist receiver and transmitter. Works outdoors or in, at play or camping trips, etc.
2000/1800 **LIST $29.95**

OFFICIAL DICK TRACY TRANSISTOR RADIO—a 2-transistor radio for every boy or girl; receives standard broadcast frequencies, equipped with private listening ear plug and speaker. Includes case with police badge emblem and battery.
1000/667 **LIST $9.95**

THIS AD PRODUCED SALES FOR EVERY *DINKY TOYS* DEALER IN AMERICA

(Were You one of Them?)

The results were unbelievable.

The ad that broke in LIFE, POPULAR MECHANICS, BOYS' LIFE and PARENTS last December offered a Dinky Toys catalog for 10c.

We were deluged with dimes.

We were also flooded with cash, checks and money orders (which we returned with thanks) from people anxious to buy the Dinky Toys themselves.

If you were a Dinky Toys dealer in '61, you know how well the line did.

If you weren't a Dinky Toys dealer, you could be.

IF YOU'RE FED UP WITH TOYS THAT BREAK
THE WAY YOU GET THEM, LISTEN: THESE
SCALE MODEL DINKY TOYS ARE MADE
OF HEAVY METAL THAT WON'T SHATTER.
CRACK, CRUMBLE OR CRUNCH UNDERFOOT
...AND YOUR KIDS WILL LOVE 'EM!
Over 200 different models beautifully detailed and made with meticulous craftsmanship of heavy die-cast metal. Fingertip steering, 4 wheel independent suspension, lead free paint. Dinky Toys are virtually indestructible — cost far years. At all leading toy, hobby and department stores. From 75¢
DINKY TOYS
MADE BY MECCANO, LTD., Liverpool, England - Paris, France
send for color catalog!
DINKY TOYS
P.O. BOX 3863 DEPT. L NEW HAVEN, CONN.
Please send Dinky Toy Catalog. I enclose 10¢ in coin to cover postage and handling.
NAME
STREET
CITY
ZONE STATE

TO BECOME A DINKY TOYS DEALER, WRITE TO ONE OF THE FOLLOWING REGIONAL DISTRIBUTORS OR MANUFACTURER'S REPS WHO COVER YOUR SELLING AREA.

SCHRANZ & BIEBER CO., INC.	115 Fifth Ave., NYC Eastern and Mid-Atlantic states plus N. C., S. C., Ga. and Fla.
BUDWICK SHINDLER ASSOC.	Suite 1456, 200 Fifth Ave., NYC Mfgr's Reps for Eastern and Mid-Atlantic states.
CARMICHAEL & ASSOC.	340 Hillside Drive, N.W., Atlanta, Ga Mfgr's Reps for N. C., S. C., Ga. and Fla.
KEYSTON BROS.	755 Mission St., San Francisco, Calif. Wash., Ore., Calif., Ariz., Nevada, Idaho, Utah, Montana, Wyo., Colo., N. M., N. D., S. D., Alaska, Hawaii
NATIONAL MODEL DIST., INC.	2516 North Greenview Ave., Chicago, Ill. Ill., Ind., Mich., Wis., Ohio, Ky., Minn.
THOR IMPORT CO., INC.	2602 Canton St., Dallas, Tex. Texas and Okla.
KING FOR TOYS	711 South Front St., New Orleans, La. La., Miss., Ala., Tenn., Ark.
SHAINMAN & CO., INC.	2021 Delmar Blvd., St. Louis, Mo. Mo., Kan., Iowa, Neb

See *DINKY TOYS* During Toy Fair At:

INTERNATIONAL TOY FAIR	Statler-Hilton Hotel, NYC., Booths 51 & 52
SCHRANZ & BIEBER CO., INC.	115 Fifth Ave., NYC
BUDWICK-SHINDLER ASSOC.	Suite 1456, 200 Fifth Ave., NYC

***DINKY TOYS* | Made by Meccano, Ltd., England & France**

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(Were You one of Them?)

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OF HEAVY METAL THAT WON'T SHATTER,
CRACK, CRUMBLE OR CRUNCH UNDERFOOT
...AND YOUR KIDS WILL LOVE 'EM!
Over 200 different models, beautifully detailed and made with meticulous craftsmanship of heavy die cast metal. Finger-tip steering, 4 wheel independent suspension, rubber tires and lasting paint. Dinky Toys are virtually indestructible — just right for years. At all leading toy, hobby and department stores. From 75¢
DINKY TOYS
MADE BY MECCANO, LTD., Liverpool, England Paris, France
send for color catalog!
DINKY TOYS
P.O. BOX 1851 DEPT. L, NEW HAVEN, CONN.
Please send Dinky Toy Catalog. I enclose 10¢ to cover postage and handling
NAME
STREET
CITY ZONE STATE

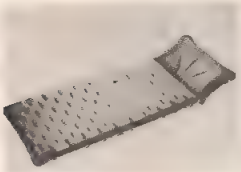
TO BECOME A DINKY TOYS DEALER, WRITE TO ONE OF THE FOLLOWING REGIONAL DISTRIBUTORS OR MANUFACTURER'S REPS WHO COVER YOUR SELLING AREA.

SCHRANZ & BIEBER CO., INC.	115 Fifth Ave., NYC. Eastern and Mid-Atlantic states plus N. C., S. C., Ga. and Fla.
DUDWICK SHINDLER ASSOC.	Suite 1456, 200 Fifth Ave., NYC. Mfgr's Reps for Eastern and Mid-Atlantic states.
CARMICHAEL & ASSOC.	340 Hillside Drive, N.W., Atlanta, Ga. Mfgr's Reps for N. C., S. C., Ga. and Fla.
KEYSTON BROS.	755 Mission St., San Francisco, Calif. Wash., Ore., Calif., Ariz., Nevada, Idaho, Utah, Montana, Wyo., Colo., N. M., N. D., S. D., Alaska, Hawaii
NATIONAL MODEL DIST., INC.	2516 North Greenview Ave., Chicago, Ill. Ill., Ind., Mich., Wis., Ohio, Ky., Minn.
THOR IMPORT CO., INC.	2602 Canton St., Dallas, Tex. Texas and Okla.
KING FOR TOYS	711 South Front St., New Orleans, La. La., Miss., Ala., Tenn., Ark.
SHAINMAN & CO., INC.	2021 Delmar Blvd., St. Louis, Mo. Mo., Kan., Iowa, Neb.

See *DINKY TOYS* During Toy Fair At:

INTERNATIONAL TOY FAIR	Statler-Hilton Hotel, NYC., Booths 51 & 52
SCHRANZ & BIEBER CO., INC.	115 Fifth Ave., NYC
DUDWICK-SHINDLER ASSOC.	Suite 1456, 200 Fifth Ave., NYC

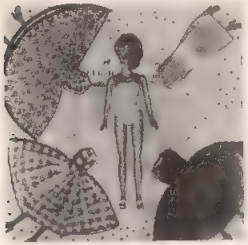
***DINKY TOYS* | Made by Meccano, Ltd., England & France**



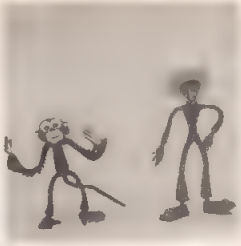
Pillow Mattress has an oversized one-inch valve which will both fill and deflate in seconds. Ideal for station wagon or outdoor use; equipped with fasteners for combining. W. J. Voit Rubber Corp., 2945 E. 12th, Los Angeles, Calif.

Body Crusher is a smooth, balanced tension, designed to build arm muscles as well as chest, back and shoulders. Made of sturdy, resilient steel with easy grip handles. Retails at $2.50. Emenee Inds., Inc., 200 Fifth ave., New York City.

The Popeye Carnival combines a target game, a ring toss game and a ball throw game, all in one unit. Made of solid chipboard attached to plastic hinges; printed in bright carnival colors. $6.98. Toy master Prods. Co., Inc., Clifton, N. J.

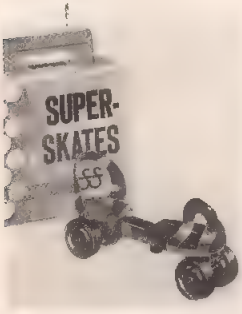


Debbie Doll stands 11½" tall, made of all vinyl with rooted hair. Comes complete with bathing suits, high heels, in addition to four other costumes. Packaged on heavy printed card. $2.98 retail Debbie Toy, 200 Fifth ave., NYC



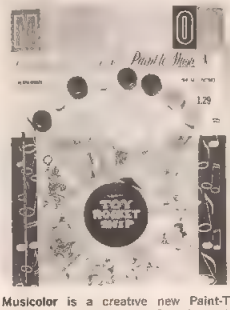
Schleich Flexies is a line of charming bendable human and animal figures. Made of soft vinyl over a steel frame, have strikingly expressive faces, artistically detailed. Retail from 75¢ to $1.50 Fred Bronner, 251 Park ave. S., NYC

Baby Dollikins has a soft vinyl body, 11 flexible joints, an all vinyl turning head and sleeping eyes. Doll is dressed in cotton overalls and blouse trimmed with lace. Measures 21"; $11.95 retail. Uneeda Doll Co., 200-5th ave., NYC



Super-Skates' have a quick-draw spring action slip on which eliminates strap, key and clamp. Will hold firmly on any type shoe in seconds; no damage to shoes due to clamps. Sekur-All Corp., 137 N. LaBrea ave., Los Angeles.

Minnie Mermaid, an inflatable swimming accessory, is screened in two colors on green plastic material and inflates to 45" long. Minnie just naturally belongs in the water. $2.00. Alvimar Mfg. Co., Inc., 1881 Park ave., New York, N.Y.



Musicolor is a creative new Paint-To-Music set that contains 8 water color tablets, a paint brush, 6 cartoons—ready to paint to the musical jingles. Retails at $1.29. Magic Key Records, 7250 Beverly boulevard, Los Angeles, Calif.

Leading the Pack!

DINKY TOYS '62

in new see-through
Bubble Pack for rack displays and volume sales.

No wonder Dinky Toys are in a class by themselves. No other toys anywhere are made with such craftsmanship, such quality materials. Heavy die-cast metal, beautifully detailed. Finger-tip steering. 4-wheel independent suspension. Rubber tires with realistic tread. Lead-free paint.
If you're a Dinky Toys dealer, you know what a sure-sell line it is.
If you're not a Dinky Toys dealer, you should be.

TO BECOME A DINKY TOYS DEALER, WRITE TO ONE OF THE FOLLOWING:

Schranz & Bieber Co., Inc
115 Fifth Ave., NYC
Me., N.H., Vt., N.Y., Mass., R.I., Ct., Pa., N.J., Del., Md., D.C., Va., W.Va

Dudwick-Schindler Assoc. (Mfgrs. Reps.)
Suite 1456, 200 Fifth Ave., NYC
Me., N.H., Vt., N.Y., Mass., R.I., Ct., Pa., N.J., Del., Md., D.C., Va., W.Va.

Carmichael & Assoc.
340 Hillside Drive, NW Atlanta 5, Ga
N.C., S.C., Ga., Fla.

Keyston Bros.
755 Mission St., San Francisco 3, Cal.
Ariz., Cal., Nev., Ore., Wash. Colo., Ida., Mont., N.M., Utah, Wyo., El Paso Texas, Alaska, Hawaii, N.D., S.D

National Model Dist.
2156 N. Greenview Ave., Chicago 14, Ill.
Ill., Ohio, Wis., Mich., Ind., Minn., Ky.

Shainman & Co., Inc.
2021 Delmar Blvd., St. Louis, Mo.
Mo., Neb., Kan., Iowa

There are more than 200 different models in the '62 Dinky Toys line — and this new No. 986 TV TRANSMITTER VAN is typical of the quality. Heavy-gauge die cast metal, clear glazed cab windows, rotating aerial, rubber tires. 4 7/16" long.

Pilfer-proof packaging with "buy-me" appeal. Colorful hand-painted figures in compartment box with clear plastic top.

DINKY TOYS

made by
MECCANO, LTD. ENGLAND/FRANCE

TO Entertaining

1 **42-Pc. Stetson Melmac Set.** Break-resistant. Non-fade colors of Turquoise, Canary Yellow, Petal Pink, and Fleecy White. 8 each: dinner plates; cups, saucers, fruit dishes, sandwich plates; 1 platter and 1 serving bowl.
39 Y 2811E-Mail. Ship. wt. 14 lb. 42-Pc. 13.88

2 **Hardwood Carving Board** with drip grooves, aluminum holder, spikes. Chromed handle, wood feet. 20x12x¾-in. high.
39 Y 3166—Shipping weight 6 lb. 4 oz...3.99

3 **Cheese Tray and Server.** Cherrywood and decorated ceramic tile, stainless steel knife, wooden handle. About 8x12-inches.
39 Y 3210—Shipping weight 2 lb. 8 oz. 2.99

4 **Gourmet Condiment Set.** Ceramic oil and vinegar cruets, cork-tipped wooden stoppers, mustard jar, wood lid, ladle, wooden salt shaker, pepper mill and tray.
39 Y 3211—Ship. wt. 2 lb. 14 oz. 10-Pc. 5.99

5 **Spice Rack** contains 24 glass apothecary jars complete with exotic spices. 3-tier Maple wood rack, 15½-in. high, 14½-in. wide.
38 Y 504E—Mail. Ship. wt. 13 lb. Set 14.95
As Above, but with 12 spices, 2-shelf rack.
38 Y 505—10¼x11¾-in. Wt. 6 lb. 14 oz. 8.88

6 **Candy Dish, Cover.** "Fruit Classic" bowl set in colorful glazed porcelain ceramic
39 Y 3213— Abt. 8x6½x4¾-in. Wt. 3 lb. 2.99

7 **Cookie Jar** of pottery colorfully embossed.
39 Y 3183—8½-in. high. 4 lb. 11 oz. 1.99

8 **Glass 'n Chromed Lazy Susan.** 5-section tray, Center bowl with chromed cover, ball bearings in separate Chromed base.
39 Y 3216—13½-in. diam. Wt. 8 lb...Set 4.99

9 **8-Pc. Soup 'n Sandwich Set** of ceramic. 4 mugs, 4 compartment sandwich trays.
39 Y 3217—Shipping weight 7 lb.....4.99

10 **53-Piece Stainless Steel Flatware Set** in "Midnight Star" pattern. Black plastic inlaid handles. 8 each: knives, dinner forks, salad forks, soup spoons, 16 teaspoons, 1 butter knife, 1 sugar shell. 3-pc. serving set: pierced pastry server, serving spoon, round salad serving fork included.
39 Y 2387—Ship. wt. 4 lb...53-pc. Set 14.98

11 **8-Piece "Celery" Glass Set.** 8 poly-poly glasses. Matches above flatware set.
39 Y 3222—Shipping weight 5 lb. 3 oz...4.99

12 **3-Piece Coffee Set.** "Drip-Glaze" Rockinghamware. 9-cup server, creamer, sugar.
39 Y 3214—Shipping weight 5 lb. 3 oz. 3.99

13 **Matching 16-Piece Starter Set** of "Drip-Glaze" Rockinghamware. 4 plates, 4 cups, 4 saucers and 4 bread-and-butter plates.
39 Y 3220E—Ship wt. 10 lb. 16-Pc. Set 3.99

14 **Glass Punch Set.** 6-qt. bowl with base, clear plastic ladle, twelve 5½-oz. cups.
39 Y 3185E—Cup hooks incl. Mail. 17 lb. 4.69

15 **2 Animal DrinKups** of famous insulated Thermi-Cup—keeps hot drinks hot, cold drinks cold longer. Pattern, color may vary.
39 Y 3212—Ship. wt. 1 lb. 4 oz.....2 for 1.00

16 **8 12-oz. Insulated Tumblers.** Double walls prevent condensation, ring stains. Heat resist plastic. **Slate:** Orange, Green or Yellow.
39 Y 3221— Ship. wt. 2 lb.....Set of 8, 2.99

17 **Casserole-Warmer.** Oven-proof milk glass, clear glass cover. Gold-tone metal stand, plastic legs, two 4-hour candles.
39 Y 3219—2-qt. size. Wt. 4 lb. 5 oz.....4.99

18 **Carafe - Warmer.** Shimmer hand-blown glass, handle, lid. Warmer of plastic and Gold-tone metal. Two 4-hour candles incl.
39 Y 3218—10-cup size. Wt. 2 lb. 10 oz. 3.99

19 **1½-Qt. Soup Tureen, Ladle.** White high-glaze semi-porcelain. 9¾x8¾-in. wide.
39 Y 3215—Ladle 6½-in. Wt. 4 lb. 3 oz. 2.99

"Springtime" in new Coupe shape gives more space for each course as well as new beauty for your dinner table. This lovely design by famous National Silver Co. has a shapely Rose branch that curves serenely across a Bone White background. In fact, you can actually see the delicate tinted brush strokes under the glaze. Attractive enough for entertaining, practical enough for everyday use! You get: 8 dinner plates, 8 cups, 8 saucers, 8 dessert plates, 8 soup bowls, 1 salad bowl, 1 large platter, 1 sugar bowl with lid and a creamer. Plus, 16 extra pieces: carafe with lid, warmer, vinegar, oil jars with lids and rack, salt-pepper shakers in rack, butter dish with cover, and jam jar with cover and spoon. We sold this same set for over 3 00 more about a year ago! What a grand, grand gift—order yours now!
39 Y 2996R—Freight or Express, Chicago stock. Ship. wt. 43 lb. 61-pc. 19.95

7-Pc. Casserole Set 5.99

Attractive new Sheffield design with perforated, Chrome plated, engraved cradles turn these famous Fireking baking dishes into glamorous serving pieces for the table Save most when you purchase by the set. A welcome gift item!

Rectangular Utility Dish
39 Y 3225—Wt. 4 lb.....2.99

1½-Qt. Covered Casserole
39Y3224-Wt. 4 lb. 11 oz. 2.99

Handsome Pie Plate
39 Y 3226—Wt. 4 lb.....2.59

Complete 7-Pc. Casserole Set
39 Y 3223E—Wt. 12 lb..5.99

Gift Shop on Credit Before Nov. 16 ...PAY NOTHING 'TIL JANUARY! *See page 276*

OUR LOWEST PRICE EVER

45-Pc. Melmac, 50-Pc. Stainless Steel

OUTSTANDING *Gift buy* **24.94**

~~29.94~~ *value*

Fabulous 45-pc. Stetson Melmac, 50-pc. stainless steel combination! Dinnerware reg. sells for 19.95, flatware reg. sells for 9.99 — save 5.00! Dinnerware in lovely "Wheat Crest" pattern. Flatware in "Gem Star"

39 Y 2824M 95-Pc. Melmac, Flatware. Mail. 20 lb. **24.94**

39 Y 2906E 45-Pc. Melmac Only. Mail. Wt. 14 lb. **17.98**

YOU GET ALL THIS:

STETSON MELMAC	STAINLESS
• 8 dinner plates	• 8 knives
• 8 cups	• 8 forks
• 8 saucers	• 8 soup-spoons
• 8 sandwich-pie plates	• 8 salad forks
• 8 soup-cereal	• 16 tea-spoons
• 1 platter	• 2 serving pieces
• 1 vegetable bowl	
• 1 creamer	
• 1 sugar w/lid	

KIDS **FLIP!**

ED-U-CARDS®

games in new 400-F display feature • **FLIP–MOVIE BACKS** • **THREE NEW GAMES** • **FLASH CARDS**

the quality line ED-U-CARDS® *Only* **29c**

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MANUFACTURED AND DISTRIBUTED UNDER LICENSE IN CANADA BY INTERNATIONAL GAMES OF CANADA, LTD., NEW TORONTO, ONTARIO

ADORA DOLLS
HAND PUPPETS
RACK DOLLS
BOXED DOLLS
BABY DOLLS

CHEE-KI TOYS©
OPTIONAL COIN SLOT

APRONS
BALLOONS

8½ INCH VINYL
"PEETIE" PIGGIE BANK

CONTACT FACTORY FOR
SPECIAL PROMOTIONAL ITEMS
Mfgd. exclusively by
DOLLS OF HOLLYWOOD
1730-22nd St., Santa Monica, Calif.

STOKER'S NEW HI-STICK SOLD AT $4.95

Hi-Stick expected to take-off

A new exerciser toy called "Hi Stick" has been announced by Ed Gress president of Stoker Engineering, Tacoma, Washington.

Hi-Stick, described as stilt-like, is made from tubular polished aluminum with rivet-welded supports. It has cemented plastic handles and non-marring rubber gripper tips to provide safety and floor protection. They are light.

The item is described as suitable for year-round use, indoor or out-door. A new package design provides each purchaser with a choice between a life-size boy or girl playmate. This comes at no extra charge and doubles as a four-color display for the store.

Pre-paid shipments will be sent anywhere in the U.S.A. Four dozen pairs are a minimum order.

Gress tested the item two weeks before Christmas at $4.95 to prove that it was a Summer and Winter item. He said 5,000 pair were sold in the Seattle-Tacoma area.

It will be shown at Toy Fair, room 1811, New Yorker Hotel.

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Your Product
on
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(NO CASH OUTLAY)
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Lewis Bldg, Minneapolis 2, Minn.
Phone FE 3-3416

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Pinocchio
sell it NOW

IT WILL PAY YOU TO SEE

GYM TOYS

FABULOUS NEW LINES

6 new model planes—from a 10¢ glider to a $3 model of the B-70.

2 new rocking horses plus . . . the most complete line of water toys on the market

ROOM 1924
HOTEL NEW YORKER

GLITTER MAGIC
DECORATING TUBES & KITS

• Sets featuring
General Mills' TV characters
PIP the PIPER • KING LEONARDO
ROCKY and HIS FRIENDS • TWINKLES
• Blister-packed Tubes in various sizes for Christmas decorating

NEW! LINCK'S TEXTILE PAINTING TUBES
24 colors • Only 39c each!
Many other offerings FREE racks. Send for details.
O. E. LINCK Co., Inc., Clifton, N. J.

THE GALLOPER

Retail $39.95

AMERICA'S ONLY TRAVELING GALLOPING HOBBY HORSE

Richly colored body of pliable, heavy gauge vinyl. Rolls on large, non-scuff wheels, propelled by the galloping action of the rider. Travels forward and back . . . even turns . . . as it bucks up and down. May be used as a stationary toy, if desired. Will not mar, mark or scratch furniture or floors. Good exercise and safe for carpet or sidewalk.

THE TWISTER—a stationary model with "The Galloper" body. $34.95

Write for brochure

THE GALLOPER, INC.
4228—23rd Ave. West
Seattle 99, Wash
ATwater 4-4854

MELL Christmas Tree STAND
And COLOR WHEELS

SIX Revolving Models

- Music
- Safe "slip clutch"
- Outlets for display lights
- Heavy steel shell
- For all trees up to 4" trunk — 50# weight
- Full U.L. Approval

TWO NEW COLOR WHEELS

We Will Display at The TOY FAIR
ROOM 1403 — HOTEL NEW YORKER

MELL MFG. CO.

1827 W Webster Ave., Chicago 14, Ill. • EVergiade 4-1800

Sell a profitable line of SPORTS EQUIPMENT featuring TOP NAMES IN SPORTS

Some of the star names available to you in the Rawlings line of equipment

Tommy Davis	Warren Spahn	Ed Mathews
Wally Post	John Blanchard	Wally Moon
Wes Covington	Ed Bailey	Dick Groat
Mickey Mantle	Joe Cunningham	Cletis Boyer
Gordon Coleman	Norm Larker	Gene Green

FOR FULL INFORMATION contact

RAWLINGS SPORTING GOODS CO.
Dept. TU-3, 2300 Delmar • St. Louis 66, Mo.

4. 5.99 Set Horsman

5. 15-in. Doll 6.99 Set 20-in. 9.98 Set

6 5.99 Set

EACH WITH HER OWN

Trunkful of Clothes

4 "RUTHIE" is a Horsman doll—so you know she's nice! Finely detailed, washable vinyl toddler with rooted hair styled in a bouncy pony tail. She comes in her very own Carrying Case with fine quality clothes, brush, comb, curlers, mirror and other accessories About 14-in. high—ready to play!
349Y6606—Wt. 3 lb. 4 oz. 5.99

5 "JUNE" BRIDE with trousseau—unbelievably low priced! Every girl loves a bride doll but add honeymoon trousseau and the gift will be surely heaven-sent! This year's bride is the most beautiful ever — an angel faced vision in Multi-Tiered gown of White. Finely detailed, fully jointed vinyl. Her wardrobe includes five ensembles plus accessories All in her wardrobe case.
20-INCH DOLL, wardrobe.
349 Y 6608—Wt. 5 lb...9.98
15-INCH DOLL, wardrobe.
349Y6607 Wt. 4 lb. 5 oz. 6.99

6 "SUSAN" impresses you immediately in her de luxe "fur" coat outfit! She's a charmer! Almost 11-inches high, vinyl, pert, pretty with lovely rooted hair — bright moving eyes She's such fun to be with! In her Carrying-Case Wardrobe she has four other outfits (all adorable) plus comb, brush, mirror.
349 Y 6616—Wt. 2 lb.. 5.99

7 "JACKIE"—a slim, trim, beautifully dressed doll —almost 25-inches tall. And, wait till you see her deluxe wardrobe. A fashion parade of colorful costumes to keep her ever exciting—ever new! Includes: party dress, coat, skirts, sun coat, car-coat, slacks, brush, comb, hangers, dozens of accessories—even miniature luggage! Fully jointed to facilitate dressing. Moving eyes. She comes and goes in her own Storage-Carrying Case — is perfectly portable Mail.
34 Y 6612E—Wt. 7 lb.. 9.97

7
9.97
Set

OUTSTANDING Gift buy

1. 6.94

With Layette 9.84
Doll 5.88

11.88

american

TINY Thumbelina

1 IDEAL'S TINY THUMBELINA moves like a real baby! Wind her up and be amazed—she's so life-like! 14-inches long and nice to handle—with a cuddly soft body, rooted hair, pudgy vinyl arms, legs and a charming, chubby baby face.
349 Y 6600—Ship. wt. 2 lb. 6 oz. 6.94

EXTRA OUTFITS MEAN ALL-THE-MORE FUN!

1A. 349 Y 5525—Christening Set. Wt. 7 oz. . . 3.39

1B. 349 Y 5505—Knitted Suit. Wt. 7 oz 2.69

1C. 349 Y 5502—Creeper Set. Wt. 7 oz. 2.19

WE'RE Tiny Tears

We wave "Bye-Bye"—Blow Soap Bubbles—
Drink and Wet . . . and we cry real tears!

2 16-IN. "TINY TEARS" all new and lovable, tubbable and so lightweight! All vinyl with fine rooted hair. She waves "bye-bye," drinks-and-wets, cries real tears—even blows soap bubbles! Bubble pipe, bottle, rattle, pacifier included.
IN VINYL CASE. Wears 2-pc. shortie pajamas. Extra dress.
349 Y 6602—Accessories included. Shipping wt. 2 lb. 14 oz. 9.84
IN 2-PIECE pajamas with hooded terrycloth robe (not shown).
349 Y 6601 -Shipping weight 2 lb. 10 oz. 5.88

3 20-INCH "TINY TEARS" IN PORTABLE CAR SEAT—wearing deluxe knitted outfit. Accessories include bubble pipe, bottle, rattle.
34 Y 6603E—Mailable Shipping weight 5 lb. 11.88

Musical Lullabye Baby 3.99

By Horsman. She's musical . . . she's animated . . . she wiggles and squirms—a delightful gift for Santa to bring. She plays a pretty tune to make bedtime much easier—is washable vinyl with moulded hair. A cuddle bunny in cotton "flannel" sleepers.
349 Y 6575—Abt. 12-in. Wt. 1 lb. 6 oz. . . 3.99

9
16-In.
"Heidi"
3.99

So Lovable

OUR BARGAIN PRICED DOLLS

Order Your Gifts For
NO MONEY DOWN
ON CREDIT
See Page 276

5
18-In.
"Mary Lou"
2.99

6
16-In.
"Joy"
2.99

7
16-In.
Lily in Lilac
3.99

8
15-In.
"Florence"
3.99

5 "MARY LOU" an adorable curly head with rooted hair to comb and set! Vinyl head. Sleeping eyes. Latex body. Abt. 18-inches tall.
349 Y 6683.. 2.99
Ship. wt. 1 lb. 10 oz

6 "JOY"—A gaily dressed, lovable toddler with rooted hair—prettily bowed. Fully jointed washable vinyl. Lashed, sleeping eyes. 16-in
349 Y 6548.....2.99
Ship. wt. 1 lb. 8 oz.

7 LILY IN LILAC—a cutie in knit leotards, lacy smock. Vinyl baby toddler, sleeping eyes, rooted hair. About 16-Inches tall.
349 Y 6585.... .3.99
Ship wt 1 lb. 10 oz.

8 "FLORENCE" is a nurse doll — so crisp and pretty in uniform. Fully jointed vinyl with rooted hair, sleeping eyes. Abt. 15-Inches tall.
349 Y 6577.....3.99
Ship. wt. 1 lb. 10

9 "HEIDI". Rooted "platinum" pigtails. She's vinyl. Has sleeping eyes. Fully jointed. Abt. 16-In tall
349 Y 6549.....3.99
Ship. wt. 1 lb. 14 oz.

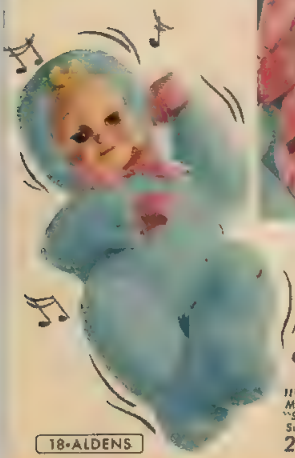
1
16-in. Mary Ann 3.99

2
14-in. Pamela
3.99

3
12-inch Mary-Jane
5.99

MAKE HER FIRST DOLL A

Baby Doll



4
11½-in. Musical "Snoozy Suzie"
2.99

5
15-in. Softee
3.99

1 "MARY ANN" is a bundle of charm in her soft cotton fleece snow suit, hat. All vinyl. Rooted curly hair. Sleeping eyes. Even drinks-n-wets!
349 Y 6689 Abt. 16-in. 3.99
Ship. wt. 1 lb. 14 oz.

2 "PAMELA" the rock-a-bye baby in her own rocking chair! Abt. 14-in. tall drink-n-wet vinyl doll with sleeping eyes, rooted hair. Wearing cotton sleeper, warm in a blanket.
349 Y 6579—Wt. 2 lb.. 3.99

3 "MARY-JANE in her own canopy cradle." Sweet all vinyl drink-n-wet baby. Rooted hair, sleeping eyes. Fiberboard cradle is draped with 'satin', lace
349 Y 6578—Abt. 12-in. 5.99
Ship. wt. 2 lb. 6 oz.

4 MUSICAL "SNOOZY SUZIE" acts like a real baby — squirms, moves! Plays soft music when you wind her up. Long pile rayon plush with a rosy little vinyl face ready to smile. About 11½ in.
349 Y 6580—Ship. wt. 1 lb. 10 oz.....2.99

5 HORSMAN'S SOFTEE—what a precious little angel to cuddle and care for — cozily wrapped in a pretty plaid blanket. Soft-stuffed body—vinyl head and limbs. Sleeping eyes. Rooted hair. About 15-in.
349 Y 6581—Ship. wt. 2 lb. 2 oz.....3.99

Extra Clothes for 12 to 25-inch Dolls

6 11-PC. BABY DOLL LAYETTE... just look at all you get: a pretty lace trimmed dress, flannel pajamas, booties, knit socks, hangers, vinyl shoes, rattle. Choose from 5 doll sizes.

Cat. No.	12-13-in.	14-15-in.	16-17-in.	Wt.	20-21-in.	24-25-in.	Wt.
349 Y 5516	2.79	2.99	2.99	6 oz.	3.49	3.99	8 oz.

7 20-PC. DELUXE LAYETTE FOR NEWBORN BABY DOLLS—pretty clothes so beautifully made—you'd pay more if bought separately. Set includes polished cotton dress, pretty 2-piece pajamas, Knit outfit, underwear, diapers, hangers plus shoes and socks Wide range of sizes choose from 5 doll sizes

Cat. No.	12-13-in.	14-15-in.	16-17-in.	Wt.	20-21-in.	24-25-in.	Wt.
349 Y 5515	2.99	3.49	3.69	6 oz.	3.99	4.99	8 oz.

WE'RE LOTS OF FUN . . . AND WE DON'T COST VERY MUCH

3.97 each

1 WIND MY MUSIC BOX and I'll wiggle with joy! I've a 13-in. cotton filled cloth body, vinyl head and limbs, moving eyes and a rooted pixie hairdo. I wear a checked romper.
35 J 3746 (1 lb. 8 oz.) 3.97

2 WALK WITH ME [illegible] take my hand and I'll toddle along with you. I'm a wonderful 17-in. playmate with a jointed plastic body and a shiny rooted ponytail. My lace trimmed dress is pretty as a picture.
35 J 3745 (1 lb. 8 oz.) 3.97

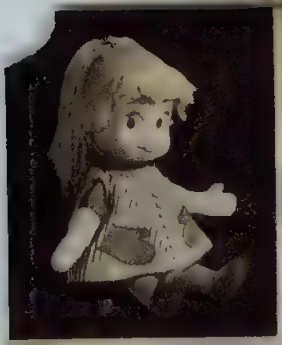
3 I LOVE SNOW so I wear a flannel snowsuit, bonnet and scarf. I'm 16-in. tall and I drink an wet like a real baby. I'm molded vinyl with moving eyes and rooted hair. I carry my own bottle.
35 J 3857 (1 lb. 8 oz.) 3.97

4 I HAVE EXTRA BLOOMERS [illegible] in case of emergency! I'm a bouncing 18-in. baby. I drink from my own bottle and wet my diaper. I'm molded vinyl with moving eyes and rooted hair. I'm wearing a crisp striped dress and undies.
R36 J 3868 Mailable (4 lbs.) 3.97

5 I'M A GREAT STAR with a jointed 15-in. vinyl body, moving eyes and rooted pony tail. My dancing clothes are a tutu, ballet slippers, panties. I also have a party dress, slip, hi-heels.
35 J 3805 (1 lb. 8 oz.) 3.97

6 I'M A CUTE BABY by Horsman. I can drink and wet my diaper. Won't you carry me around on my pillow? I'm 16-in. of jointed vinyl, with a rooted pixie hairdo and washed moving eyes. You'll just love my lacy dress and undies.
35 J 3850 (2 lbs.) 3.97

See Page 243 for Budget Power—buy all your needs at Spiegel



WE'RE MATTEL DOLLS . . . WE ALL TALK AND

1 I'M CHATTY BABY, Cathy's brand new little sister. Guess what? I've just learned to talk! Pull my magic ring and I'll say "Doggie bow-wow, cookie all gone, go bye-bye," and 8 other phrases. I laugh and cry, too! I'm 18-in. tall, have a baby face, moving eyes and bobbed rooted hair. I'm smooth vinyl and my arms, legs and head move. I'm wearing a pinafore-and-romper outfit
R36 J 3658M. White Chatty Baby. Mailable. (5 lbs) 11.77
R36 J 3658M. Colored Chatty Baby. Mailable. (5 lbs) .11.77

WARDROBE specially designed for Chatty Baby. Mailable.
R36 J 3659M. (A) Leotard and smock set (1 lb) 2.84
R36 J 3661M. (B) Corduroy-type Coverall outfit (1 lb). . . 2.66
R36 J 3660M. (C) Zippered sleeper, blanket set (1 lb) 2.84
R36 J 3662M. (D) Terrycloth Playsuit set (1 lb) . . 1.97

We're TV star dolls and we love to talk! We each say 11 different phrases . . . just pull the magic ring to hear us. Our bodies are cuddly cotton filled cloth; our heads are plastic.

2 I'M SISTER BELLE . . . I have yarn hair and wear a pretty pinafore. "Do you like me? I think you're nice."
R36 J 3655. . . . . 17-in. tall. Mailable. (4 lbs.). 7.44

3 I'M CASPER the friendly ghost dressed in White. "I don't want to scare you. Don't be afraid of me."
35 J 3656. . . . . 15-in. tall. Shipping weight 3 lbs. . . 6.88

4 I'M MATTY MATTEL with orange yarn hair. "I'm hungry. Let's have a picnic."
R36 J 3654. . . . . 17-in. tall, Mailable. (4 lbs.). . . . 7.44

Budget Power protects peace of mind with Prudential Insurance

Such Fun, SO PLAYFUL

5
11½ in. "Miss Polly"
5.99

OUTSTANDING Gift buy

6
New Born Baby
5.44
Was 5.99

7
"Baby Ami" Stretches and Stirs
5.99

5 "MISS POLLY" is a glamour girl—an 11½-in. Junior Miss fashion doll of all vinyl with movable head, arms and legs. Her "trousseau trunk" is a hi-fashion find! Chuck full of mix and match outfits to keep her ever new.
349 Y 6605—Ship. wt. 2 lb. 13 oz.....5.99

6 OUTSTANDING GIFT BUY! Was 5.99! "Debbie" the Newborn Baby - chubby cheeked cherub dressed in lacy Christening Day finery! She's soft, cuddly with sleeping eyes, rooted hair. With laced pillow. About 17-inches long.
349 Y 6538—Ship. wt. 2 lb. 14 oz.....5.44

7 "BABY AMI" stretches and stirs! Give her an armful...a life-like newborn baby doll prettily dressed and kept warm in her very own blanket. Wind her up and watch her stretch and stir. Soft stuffed body, vinyl arms and legs.
349 Y 6540—Abt. 20-in. tall. Wt. 2 lb. 6 oz. 5.99

8 "SANDRA" IN SNOWSUIT—she's the outdoor type! A rosy-cheeked, all vinyl drink and wet baby doll with rooted curly hair—bright sleeping eyes. Fully jointed. Dressed in cotton fleece suit ribbed at cuffs, head band, bodice. 20-inches tall.
349 Y 6688—Ship. wt. 2 lb. 14 oz.....4.99

8"
20 in. "Sandra"
4.99

Order All Your Gifts Now for NO MONEY DOWN *on Credit, See page 276*

Press the button and watch her

Do The Twist 3.99

Can she move! Here's the "twisting-est" doll in town-poised for real "live action" on a lithographed metal base. Just press the button and this peppy, pretty 10½-in. vinyl teen shows you how it's done! Dressed in authentic "peppermint twist" outfit. 2 "D" batteries (not incl.)
349Y6547 1 lb. 10 oz. 3.99

4 "D" BATTERIES.
34 Y 6490.....4 for 65c
Ship. wt. 1 lb

"Penny" with Layette! 3.99

Not only an 8-inch, vinyl baby doll but all she'll need to keep her sweet and content! . . . that's what little girls like! The baby's a darling—she drinks and wets for busy play and her sleeping eyes never fight a nap. At this exceptionally low price, outfits may vary.
349 Y 6544—Ship. wt. 11 oz. Abt. 8-in.....3.99

1
15-in. Terese
1.99

2 3

16-in. 3.99 ea.

4
30-In. Tall Brigitte Twister Doll
5.88

1 "TERESE" a beauty from Italy! Greatest value we've ever offered! Where else could you find a fully jointed vinyl toddler doll with lashed sleeping eyes and almost 15-in. tall at this price! Take advantage of this low price, order several today!

16-ALDENS

349 Y 6542—
Wt. 1 lb. 6 oz. 1.99

2-3 THE SOPHISTICATES not tiny figurines but big 16-inch glamor girls in hi-fashion, super-deluxe outfits. Fully jointed, sculptured faces, rooted hair.

(2) "CYNTHIA" in Long Formal Outfit.
349 Y 6545—Ship. wt. 1 lb. 8 oz....3.99

(3) "GERRI" in Casual Outfit.
349 Y 6546—Ship. wt. 1 lb. 8 oz....3.99

4 BRIGITTE TWISTER—she's the kookiest! Real swingin' rag doll—30-in. tall, chic platinum blond. She wears a bunny plush sweater of wild orchid—lamed by giddy multi-color skirt. Hand painted vinyl face—tickled with long felt lashes.
34 Y 6541E -Mailable. 5.88
Shipping weight 4 lb

7 *The Princess of Chambord—magnificently costumed—from France* **19.98**

8
"Cherie"
12.98

9
Peter Pan
8.99

11
"Ge-Ge"
5.99

10
3.69

(7) THE PRINCESS OF CHAMBORD a doll very likely to be a collector's item someday! Made in France and so obviously French in an elaborate Blue Moire gown—frosted with pleating and hand-embroidered rose-chain. An "ostrich" plumed hat with simulated pearls crowns her coiffure Truly a triumph of doll artistry—in flexible vinyl.
349 Y 6528—About 18-In. Wt. 3 lb 2 oz 19.98

(8) "CHERIE" picks cherries as bright and red as her beautiful dress. Her sun-kissed hair is a platinum blond—worn extra long in a dancing pony tail. She's fully jointed vinyl, sleeping eyes.
349 Y 6534—About 20-In. Wt. 2 lb. 14 oz.....12.98

(9) PETER PAN our classic doll beautifully hand crafted in W. Germany. Wears felt jacket, cap, boots—knit leotards, shirt—carries sword!
349 Y 6533—About 14-In. Wt. 1 lb. 8 oz.....8.99

(10) "BABY IN BASKET"—charming gift from France! A miniature vinyl, fully jointed, drink-and-wet doll with rooted hair, sleeping eyes.
349 Y 6529—About 8-In. Ship. wt. 15 oz. . . 3.69

(11) "GE GE" the Schoolgirl from Paris—so smart in her sweater, pleated skirt and tam. She's fully jointed vinyl with blond rooted hair. Carries pencil and notebook—could you teach her to play?
349 Y 6530—About 13-In. Wt. 1 lb. 12 oz.....5.99

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HOLD THEIR HANDS AND They Walk

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20-in.
"Margie"
Walker
5.99

2
27 in.
Walk-A-Bye
"Betty"
8.97

3
36-in.
"Natalie"
Walker
9.97

OUTSTANDING
Gift buy

4

Horsman THIRSTEE CRY-BABY

She cries long and loud when hungry
Feed her . . . and she gurgles happily!

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14•ALDENS

(1) "MARGIE" WALKER is lovable! Almost 20-inches high with life-like vinyl skin, sleeping eyes and shiny rooted hair to wash, wave and comb. Hold her hand and she really walks! Wears cotton dress under coat. Matiable.
349 Y 6570—Ship. wt 2 lb 2 oz. **5.99**

(2) "WALK-A-BYE BETTY" is 27-inches of Christmas delight. She has a pixie face and go-to-sleep eyes—in platinum blond 'cause they are more fun you know! Take her hand and she'll walk along. She's Vinyl. Mail.
34 Y 6569E—Ship. wt. 6 lb.....**8.97**

(3) "NATALIE," big as life, almost 3 feet tall and she loves to walk. Of moulded Vinyl. She has long straight rooted hair. Go-to-sleep eyes.
E34Y6568E—Mail/Exp. Wt. 8 lb **9.97**

(4) THIRSTEE CRY BABY. Seen on TV —Horsman's new battery operated vinyl baby doll that cries loud and clear 'til fed! About 20-in. long—fully jointed with rooted hair, sleeping eyes. Uses 1 "D" battery (not incl.).
349 Y 6537—Wt. 3 lb. 8 oz.....**14.88**

34 Y 6490—4 "D" batteries.
Wt. 1 lb.....**4/65c**

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		SUGGESTED RETAIL
No. CB. 10	Cover & Pillow Set	$3.98
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DISPLAY PACKAGE INCLUDES:
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THISTLE
LOA 17'
Beam 6'
S/A 175 sq. ft.
Spruce or aluminum mast

HIGHLANDER
LOA 20'
Beam 6' 8"
S/A 225 sq ft.

TARTAN 27
HIGHLANDER
THISTLE

Satisfaction Unlimited

Be it highly competitive racing, relaxing day sailing or cruising the answer to your desire is here. Top design - proven in keenest competition — assures satisfying sailing to you. And even to the most fastidious, DOUGLASS & McLEOD built boats reflect quality construction, finish and fittings. When you join the ever-growing hundreds of sailors of DOUGLASS & McLEOD built boats, your satisfaction will know no limits

Tartan 27 — introduced a year ago in her first year lived up to her designer's expectations and her builder's hopes. This *Sparkman & Stephens* designed 27' keel-centerboard auxiliary proved her performance ability by consistently winning in keenest competition both on the Coast and on the Lakes. Her roominess, unique interior arrangement and the completeness of her fittings and accommodations gave countless gratifying days of cruising pleasure to her owners. Her design — proven performance — rugged fiberglass contruction — careful attention to details the completeness and quality of her inventory offer to you, too, a boat to be enjoyed to the utmost

Talk to *Highlander* owners. They will enthusiastically recount stories of keen and especially lively racing or they will recall the joys of day sailing and even limited cruising. Here truly is 20' of versatile boat. Broad of beam, wide decks, deep cockpit with comfortable seats. Your choice — either fiberglass or molded plywood as a complete boat or in kit form. Whatever your choice — an exhilarating spray flying romp in a freshening wind . . . joyous hours of relaxation at its best in gentle breezes . . . the zest of competition in exciting races — these are for you in a *Highlander*.

Thistling is synonymous with exhilarating sailing — with keenest competition. Put her on the wind . . . feel her take command of the seas and eat out to weather . . . start the sheets and slam her into a plane! Here truly is small boat sailing at its best — either locally or with trailer on a distant or even national basis. Like High anders, closest adhere to class rules keep you strictly a one-design boat. Farther be it *Thistles* consistently sail on even terms with the newer. Ability, not boat, counts your original investment is maintained — something for both individual or club to consider. Hulls are molded plywood or fiberglass — at completed boat ready to sail or in easy-to-finish kit form.

TARTAN 27

LOA	27'	Draft	3' 2"
LWL	21' 5"	S/A Sloop	372 sq. ft.
Beam	8' 7"	S/A Yawl	394 sq. ft.
Sleeps	5	Universal Atomic 4	

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Among designs now under way by Atkin & Co. are a 69-foot offshore motor cruiser for Don D. Eckis of Miami; a 41-foot double-end motorboat for George Enges of Los Angeles; a 30-foot loa, shoal draft Atkinized, Sea Bright skiff of aluminum construction for Robert Moore of Indianapolis; a 35-foot, double-end, world cruiser for R. W. Morris of the New Hebrides; a 30-foot loa, round bilge, fast motorboat for Robert Wadds of Toronto; a 42-foot auxiliary ketch for A. V. Weltscheff of Bogota, Columbia; a 45-foot cutter for sailmaker Rupert Broom of Seattle; a 25-foot auxiliary, clipper-bow schooner for Robert I. Ward of Florham Park, N.J.; a 24-foot trailer-cruiser for Dr. H. S. Holleran of Westfield, Mass.; and a 35-foot double cabin, deadrise motorboat for Tom Robins, Darien, Conn.

Consultation regarding Atkin boats building in Japan, Norway, Spain, the Philippines, Canada, as well as numerous others under construction in this country, is included among their services. Matters pertaining to new construction, rebuilding, repair and engineering desired by professional and amateur builders are taken under advisement

Yacht surveys, or pre-purchase condition inspection, of wood, steel or composite motor and sailing yachts constitute a constantly growing activity. Professional, unbiased opinion on structural problems, hazards, investment, are included in written reports prepared in the interest of the client after a thorough condition inspection.

NAUTICAL BOOK SERVICE

Every nautical book in print is stocked at Sailing Book Service, 31 E. 10 St., New York 3, N.Y. In addition to books on the design, construction and operation of sail and motor craft, the collection includes the available literature on merchant ships, fighting ships, nautical history, cruises and exploration. Mail orders are given prompt attention. Catalogue is available.

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Charles Mills, Director

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DOWNTOWN MARINA — Adjacent to Pier 5, with access to all its varied facilities. Just 3-minute walk from Downtown Miami — across beautiful Bayfront Park to fine hotels, superb restaurants, theaters, shops. Accommodations include fresh water, ice, electricity, trash removal, phone service, showers, parking, 24 hour watchman service, and privacy for yachts. Gasoline and diesel fuel are available.

DINNER KEY MARINA — Two lighted channels from Intracoastal, 9 foot controlling depth. Sheltered berths for nearly 500 boats up to 182 feet in length. Close to schools, shopping center, short drive from downtown Miami. Free water, electricity, trash removal, trailer launching ramp, dockmaster, watchman, mail service, telephones, showers, parking, picnic grounds. Rental sail, power and charter boats available.

CITY OF MIAMI YACHTS AND DOCKS DEPARTMENT, DINNER KEY, MIAMI, FLORIDA

bearing a new name, Miss Century 21. So, to a collection which includes the Gold Cup, the President's Cup and the Governor's (Indiana) Cup, is added another Martini & Rossi Trophy. The M. & R. prize for the fastest heat in the Gold Cup race went to Miss Reno, ex-Maverick, driven by Col. Russ Schleeh, USAF.

Until a protest involving the top boat in the national standing can be adjudicated, there will be no national M. & R. Trophy for predicted log contestants. However, there is no doubt about the regional winners. They are: Jack Bunting, Great Lakes; Mannie N. Shansby, Pacific Coast; Elias A. Kalil, East Coast, and Thomas C. Britton, Gulf of Mexico-Florida.

A HARMSWORTH RACE IN 1962?

Leonard H. Thomson, secretary of the Yachtsmen's Association of America, the Detroit group which represents the U.S.A. in Harmsworth International Motorboat Trophy affairs, has circularized owners of unlimited hydroplanes to determine whether any are interested in challenging for the prize now held so securely by Canada's Miss Supertest III. The challenge deadline for a race in 1962 was Dec. 31, 1961.

Thomson's personal opinion is that, because of the tragic death in the Silver Cup race at Detroit in September of Bob Hayward, Miss Supertest's driver, the Canadian Boating Federation would welcome a year's hiatus in the competition. He also had this disenchanted comment to make on the motivation of the current crop of unlimited hydroplane owners:

"Last year, only Chuck Thompson answered in the affirmative when I wrote to all of the unlimited owners asking if they would be willing to accept the assignment as our challenger. . . . With the exception of Chuck, they all indicated that they would much prefer to race on this side of the border for cash prizes rather than for the honor of returning this trophy to the U.S. Because of this, I am quite sure that their reaction this year to an invitation to go to Picton would be the same."

Then he added in his bulletin to owners: "I doubt that we have any boat in this country capable of defeating Miss Supertest and it is my opinion that we should not be lured into the issuing of a challenge . . . until a boat has been built, tried and proven capable of competing against the Canadian defender, and the owner has, in writing, indicated his willingness to appear if a challenge is issued."

NEW NMPA OFFICERS

The National Marine Products Association, at its annual meeting held recently in Chicago, elected as president, Robert D. Ogg, managing director of Danforth/White, Division of the Eastern Company of Portland, Maine. Robert R. Elliot, sales manager of Tempo Products, Cleveland, Ohio, was elected vice-president. Serving as treasurer of the organization will be Kenneth Stephens, manager of Cating Rope Works, Maspeth, N. Y. Reelected for his fourth term as secretary was Charles P. Sagar, vice-president of Bundy Marine, Mountainside, New Jersey.

WATERFRONT EQUIPMENT

A choice of waterfront equipment — piers, floats, stairs and ramps — is available from Alumidock, 17 Sheldon St., Randolph, N. Y. These products have been manufactured for use, the company says, in either fresh or salt water installations.

Big news from Los Angeles

Chicago Twisters .. #329 | Sir Duncan . #369 | Twin Spin .. #310 | Whistler .. #320 | Imperial .. #330

SALES OF DUNCAN SPINNING TOPS ALMOST AS BIG AS HUGE DUNCAN YO-YO RETURN TOP SUCCESS IN THE LOS ANGELES MARKET DURING A SIMILAR 8 WEEK PERIOD. THIS NEW DUNCAN PROMOTION WILL BE IN YOUR AREA SOON. **BUY IT BIG!**

DUMP BIN .. #380
A colorful, self service display designed to sell the best advertised line of spinning tops available today. Uses only 2 square feet of floor space. Contains: Imperial, Whistler, Twin Spin, Sir Duncan and Chicago Twisters.

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1. Duncan Yo-Yo is the only return top backed by true saturation television. Never before has a single toy attained such sales volume (one middle western market produced $400,000 in sales in eight weeks... a single jobber used over $200,000 in eight weeks, etc.).

2. Duncan Yo-Yo return top television promotions are supplemented by a team of experienced champions who stimulate high profit retail sales.

3. Duncan Yo-Yo is the only return top backed by a national contest with winners in local areas going to Disneyland for a final national competition.

4. Duncan Yo-Yo is the only return top offering as a top contest award An Annual College Scholarship.

5. Duncan Yo-Yo is the only return top with three different nationally advertised dollar specials, including the Sonic Satellite that spins with **SOUND.**

YES, IF IT ISN'T
DUNCAN, IT ISN'T YO YO
IF IT IS DUNCAN
IT IS HOT.

PHONE:
UN 9-2126

1632 CHICAGO AVENUE, EVANSTON, ILLINOIS

Ny-Lint to unveil 8 items

Ny-Lint Tool & Mfg. Company will be going to this year's Toy Fair with eight new toys added to their quality line of action scale models. In addition, they will embark upon a new program of selling, merchandising and advertising to promote this expanded line.

New products will include a streamlined, modern Ny-Lint Pick Up Truck priced at only $2.49. Wrap around windshield and back window, as well as vent-effect side windows add to the sleek appearance. Deep tread white wall tires, chrome hub caps, and sturdy all steel construction add appeal. Other features include permanent trailer hitch and snap action tailgate. This fine toy has the famous baked enamel finish, which adds beauty and realism to all Ny-Lint toys.

Two new sets will be shown for the first time. The firm's New Construction Set consists of four toys all rugged scale models at only $9.98 for the whole set.

The second set is the authentic Ny-Lint Farm, complete with scale model animals and all the equipment to haul them at $11.98 retail.

These, and the other Ny-Lint toys all have the heavy gauge steel construction with smooth edges and the high gloss baked enamel finish that has made Ny-Lint toys extra popular with children, and with parents who like to buy their children toys that last, even when played with every day. The attention to detail in design that makes Ny-Lint toys accurate scale models, and the superior manufacturing methods give that quality look to Ny-Lint toys that make them stand out above others.

Construction set of 4 toys can put a youngster in the business. Set contains a dump truck, cement mixer, pick-up truck, box trailer. Set retails at $9.98.

The other new offerings include: a perfect replica of the beverage trucks used by Pepsi Cola bottlers all over the world. It has a scale Ford C-600 Cab, and comes completely equipped with simulated miniature Pepsi cases and a hand truck for deliveries. It will list at $5.98.

The Pick-Up Truck and Hi-Impact Camper are available as the Model 5300 Custom Camper, selling for only $3.98.

Two new construction toys are the Dump Truck at $3.98 list and the Truck and Cement Mixer at $5.98 list.

The Ny-Lint line will be displayed during the Fair in rooms 614-615 in the Hotel New Yorker, and in room 118 Arcade, 200 Fifth Avenue.

DEN-RICKS HOME POOL TABLES

Twenty years of leadership in quality, style, and service. All new, advanced styling for '62. Complete range of sizes and prices.

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Hotel New Yorker

DEN-RICKS
DIVISION OF
The Frederick-Willys Co., Inc.
Farmington, Minn.

SEA GLOW LIGHTS MARINE INSTRUMENTS

Airguide Instrument Co., 2210 Wabansia Ave., Chicago Ill., announces Sea Glow, marine instrument lighting which transforms the appearance and efficient observation of illuminated boat instruments. Model 55 Illuminating Panel bounces light from a concealed red bulb onto the dial and indicating hands of the instrument with which it is used. The glow which results is pleasing and efficient. Dimensions of the panel are 4½" high, 1¾" wide, and 2¾" deep. The unit is heavily chromeplated.

Sea Glow floods the instrument it covers with a soft red light. No light is directed or reflected into the boat operator's eyes. The instrument is easy to read, and the eyes' adaptability to even the darkest nights is disturbed a minimum.

To be used with Airguide marine instruments, Sea Glow serves: speedometer models 701, 703 and 709; speedometer sets 906 and 908; barometer model 245 and matching clock model 1245; and any surface-mounted Airguide marine tachometer.

AIR-THRUST PORTABLE ENGINE

The McBride Air-Thrust was unveiled recently in Los Angeles. These units clamp on any transom. Powered by ordinary gasoline engines, they create a tightly confined airstream to produce thrust.

According to inventor Roy McBride, president of Controlled Airstreams, Inc., 1734 West El Segundo Blvd., Gardena, Calif., the manufacturers, Air-Thrust units provide these advantages: economy of fuel consumption; maneuverability and safety; simplification of shoring problems; speeds normally expected of greater horsepower; no underwater propeller; no disturbance below the surface when fishing; instant ignition; no starting ropes.

Maneuverability is said to be excellent. Directional control is achieved simply by changing the direction of the air jet.

Prime mover is a 2½ hp gasoline engine with 250 lb. torque impulse starter which assures instant ignition. The duct is made of fiberglass. There are no moving parts to wear out, except inexpensive engine parts. The entire unit weighs only 54 lbs. and can be easily carried in the trunk of any automobile.

ROLLER REEFING GOOSENECK AND JIB FURLER

Two new products are now available from Zephyr Products, Inc., Wareham, Mass.

First, a compact, lightweight worm-geared roller reefing gooseneck supplied in sizes for all Zephyr aluminum boom sections, and for 2" to 3" wood booms. Construction is of bronze and stainless steel. The gooseneck slide is of stainless steel for ⅞" or 1¼" flat track and of aluminum for slotted aluminum masts.

Second, a small, lightweight, ball bearing, enclosed drum jib-furler of stainless steel construction throughout. This unit is for smaller boats with maximum jib area up to 200 square feet. The jib is furled by hauling furling line reeled inside drum. Jib is unfurled and furling line is automatically rewound on drum by pulling jib sheet.

UNUSUAL GIFTS FOR THE BOATMAN

Looking for a gift for a boat owner—something not run-of-the-mill? Drop a line to Marine Decorating & Supply Service, 2601-29th St., Moline, Ill. Their catalog lists such items as personalized hand soap and match books, solid brass marine lanterns, plastic hatch covers, small polished brass carpet sweepers, and similar conveniences and accessories.

DYERCRAFT "29's"

TRUECONIC!

Describes a hull form especially developed for us by Nicholas S. Potter for our

DYERCRAFT "29's" and "40's"

"By their sea-kindliness and maneuverability in rough water ye shall know them"

Strictly NOT "Run-of-the-Mill" These proven hulls will be finished to your own desires

GAS—DIESEL—Single or Twin Screw

"Blue Pigeon" is now in Florida and may be inspected during the Miami Boat Show at

PIER 5 SPACE 4

October "Yachting" covered many details of this yacht and details of performance will be sent upon request

Having PIONEERED the building of large fiberglass boats (both sail and power) our experience should be of value to you

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Easily applied, this do it-yourself rigid foam will adhere to practically any surface that is free of grease, oil and dirt

Foam areas corner of transom — between frames — under deck boards — in the Bow — Safe T-Foam adds structural strength and is absolutely rot and weather proof

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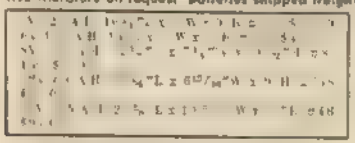

LANDIS SPINNER

LANDIS BATTERY COMPANY
606 No. Robinson Ave., Atlantic City, N. J.

DUNPHY FLEETMASTER

Dunphy's Fleetmaster Hardtop, 22' LOA, 96" beam, hits speeds of 40 mph plus powered by 188 hp Gray or 210 hp Chrysler and MerCruiser drive, according to the builder Dunphy Boat Co., 556 Broad St., Oshkosh, Wis.

KULAS SPORTFISHERMAN

The 38' flying bridge sportfisherman above is built by Kulas Boats, Keyport, N.J. Powered by twin Grays, her cabin has berths for six, enclosed head and shower. Her bright metal work is by Swan Mfg., Rockaway, N.Y.

GLASS TRINKET

Designed by John G. Alden and powered by GM Diesels is Glass Trinket, owned by The Lighthouse, Inc., Plymouth Mass. Her hull is reinforced fiberglass and finishing and fitting was done by New England Marine Const. Co

CUSTOM-BUILT OFFSHORE FISHERMAN

The Post 37, an offshore cruiser, is available as a Custom Fisherman and "Sea-Dan." The Post 37 has carvel wood planking with fiberglass-covered main deck and shelter cabin top. Cockpit and aft decks are teak, most hardware stainless, cabin windows safety glass. The Sea-Dan has a clear Lucite-enclosed deckhouse. The Post 37 is built and sold on a custom basis with a choice of several cabin plans, upholstery materials, paint colors, and other options. It comes completely equipped, including depth finder, 150-watt radiotelephone, flying bridge and controls.

Standard power is two 200-hp gasoline engines with 2:1 reductions, giving 30-mph top speed and 20-mph cruising. Other power options include twin 300-hp gasoline and twin B&W Lathrop diesels. Post Marine Co., 705 River Road, Mays Landing, N. J.

Presented in 2 places for your convenience at the Toy Fair:
1107 Broadway, Rooms 402-403-Sig Frey and E. Goldberger
Hotel New Yorker, Rooms 512-514-Ben Heller and Eddie Rose

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Bengal Tiger is artistically fashioned of the finest quality plush on the outside and foam rubber on the inside. Toy measures 17" long; retails at $6.98. Douglas Company Incorporated, P.O. Box 458, Keene, New Hampshire.

The Luggage Service is an all steel tractor with dual rear wheels and a detachable trailer that carries five poly suitcases. Retails at $4.00. Tractor available separately at $2.50 retail. Tonka Toys, Inc., Mound, Minnesota

Let's Twist Hat translates the spirit of the dance itself into this gay, colorful hat. Trimmed with red and white peppermint binding with a two-color emblem on front. Retails at $1.00. Arlington Hat Co., 900 Broadway, NYC

Open Arm Juvenile Rocker is upholstered with Early American Boltaflex plastic in red or beige. Has maple finished woodwork and a hardwood frame, seat measures 15" x 13". Reider Manufacturing Co., Cuyahoga Falls, Ohio.

Babykins are 8" drink and wet babies that come with bottles and Easter animals, sitting in Easter basket. Made of vinyl; dressed in fleece outfits with caps. Suggested retail is $3.98 each. Effanbee Doll Corp., 200 5th, NYC

Merry Mousewife sweeps her broom side to side when pulled. Soft, pliable, poly broom, cap and tail; sturdy wood body, colorfully lithographed. Ages 1-3. Retails at $1.00 in East; $1.19 in West. Fisher Price Toys, East Aurora, New York.

Beany-Copter features a spring wound copter mounted on a plastic beany. Pull string and copter detaches to fly high in the air. Worn by Beanie of the TV series. $1.25. Mattel, Inc., 5150 Rose crans ave., Hawthorne, California.

Lariat Sam, cowboy star of Capt. Kangaroo's TV show, is beautifully characterized in his fearlessness and self-confidence with the strength of ten ordinary men. Rushton Company, 1275 Ellsworth dr., N.W., Atlanta, Georgia.

The Big Bunny Book is a delightful story in rhyme, in large, easy-to-read type. Full-color illustrations throughout; big bunny on cover is die-cut, with large movable ears. $1.00. Harvey House Publ. Irvington-On-Hudson, New York.

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new policy...
Quality Merchandise,
popularly priced for
increased volume
and profit!

Prices DOWN...

THE PROFIT PROTECTED LINE

EFFANBEE DOLL CORPORATION
200 Fifth Ave., New York 10, N.Y.

EFFANBEE DURABLE DOLLS

Giant Dump Truck is made of bright orange polyethylene; measures more than 30" in length. Has ten, heavy-action tread tires; will run for miles without flats. $7.00. Eldon Inds., Inc., 1475 E. El Segundo blvd., Hawthorne, Calif.

Furry Inlaid Puzzles for children come in one-dozen assortments. Contents of each box features the new designs of birds and animals that children love. Suggested retail is $1.00. Warren Paper Prods. Co., Lafayette, Indiana

881-P Fighter Plane is a light but durable die cast metal toy. Beautifully colored in red and aluminum; wing spread is 13", length is 11". Has black wheels, revolving propeller. $1.98. Hubley Mfg. Co., Lancaster, Penna.

Topple Chairs is a new building game for youngsters and oldsters. Contains 16 interlocking plastic chairs and a table; each is notched to be balanced off-center, one on the other. $3.00. Eberhard Faber, Inc., 200-5th ave., NYC.

Scabbard-Pak contains genuine leather holster sets that are easy to hitch on any belt. Four models are Falcon, 79¢; Private Eye, 89¢; Laredo, 98¢, and Cheyenne, $1.19. Harvell-Kilgore Sales Corp., Box 127, Bolivar, Tennessee.

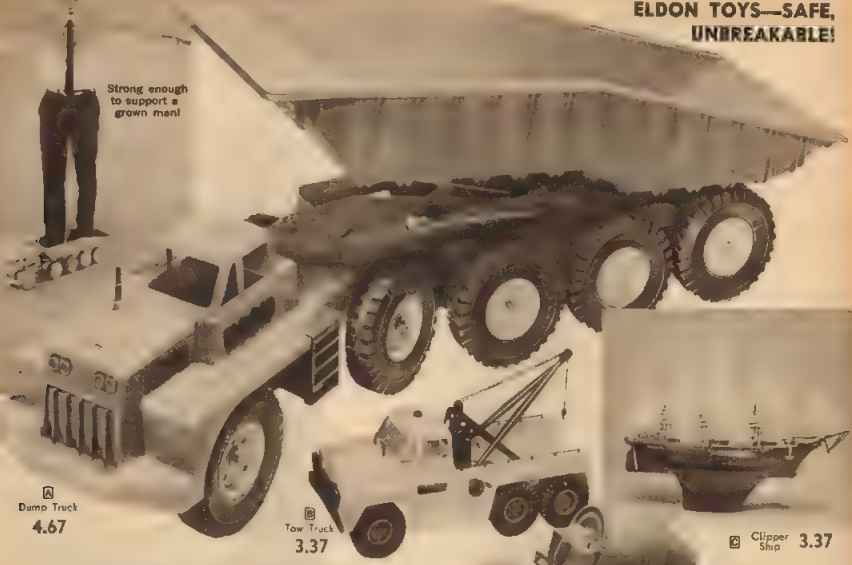
Indestructo Bowling Case features a fly clamp shoe holder in top, a rubber bumper that holds ball firmly, and a wide no-tip base that prevents rolling. Wilson Sporting Goods Co., 2233 West st., River Grove, Illinois.

Card Bingo is a new version of the family bingo game. Has 79 call cards, enough for 25 players, with colorful counters. Packaged in colorful red and yellow box; retails at $1.00. Russell Manufacturing Co., Leicester, Massachusetts.

Vinyl Christmas tree has both forest green and white patterns; features dense foliage with fresh cut look. Poles are colored to match, exclusive design self-centering stand. $19.95. Carey-McFall Co., 2156 E. Dauphin st., Philadelphia.

Colortone Electric Roto-Wheel has molded prismatic lenses in blue, red, yellow and amber which project movement and infinite color changes. Wheel measures 12"; has 4 rpm motor. Cable Electric Products, Inc., Providence, Rhode Island.

ELDON TOYS—SAFE, UNBREAKABLE!



A Dump Truck **4.67**

B Tow Truck **3.37**

C Clipper Ship **3.37**

B Cement Mixer **3.37**

Made by Eldon—famous for big rugged toys of soft, flexible polyethylene and Fortiflex plastic. Safe for little tots! Will not mar or damage furniture. Take years of rough play!

A GIANT DUMP TRUCK
Gigantic truck—over 30 in. long! Realistically detailed cab unhitches—has simulated motor, headlights, ladders. Trailer has 3-position hand crank for loading. 10 tires. 4 lbs.
85-2772 W.....Pay Only **4.67**

B TOW TRUCK
One handle raises and lowers boom and locks. Other raises and lowers hook and locks. End hook-plate will really tow! Windshield and wipers. 8½ in. wide, 22 in. long. 4 lbs.
85-3002 A.....Pay Only **3.37**

C SAILING CLIPPER SHIP
Gracefully designed ship really sails—it's unsinkable! Its three main masts and sails can be turned into the wind Adjustable rudder, weighted keel Brass metalized accessories. 22 in long Wt. 2 lbs.
85-3010 A.....Pay Only **3.37**

D CEMENT MIXER
Mixer drum rotates as truck is pushed. Lever raises drum platform to dumping position. Dumping trough swings from side to side Movable spout for directional "pouring." 17 in. long. Wt 3 lbs
87-4461 A.....Pay Only **3.37**

E DUMP TRUCK
Rugged dump truck provides lots of action! Truck bed is raised by hand lever Tailgate automatically swings open to discharge load Dual rear tires. 17 in long. Wt. 3 lbs.
87-4370-A.....Pay Only **2.67**

G AERIAL LADDER PUMPER
Fill water tank, flip lever, and gun sprays water! Gun swivels —ladder raises, lowers, extends, rotates. Pump runs on two "D" batteries (not included).* 22 in. long 2 lbs.
85-3531 A.....Pay Only **3.37**

H 18-VEHICLE CAR FERRY
Carries cars, trucks, station wagons, etc. -all have movable wheels Ferry floats, rolls. Retractable ramps fore and aft—slide in and out Locking gates. Four lifeboats Radar antenna 17½ in. long. 1½ lbs
87-4511 A.....Pay Only **1.97**

J TRUCK TRANSPORT
Authentic! Carries stake truck tow truck, dump truck, pickup truck with trailer. Top level of trailer shifts down for loading unloading Loading ramps slide out Cab unhitches. 26½ in long Wt 2½ lbs
87-2812 A.....Pay Only **3.37**

E Dump Truck **2.67**

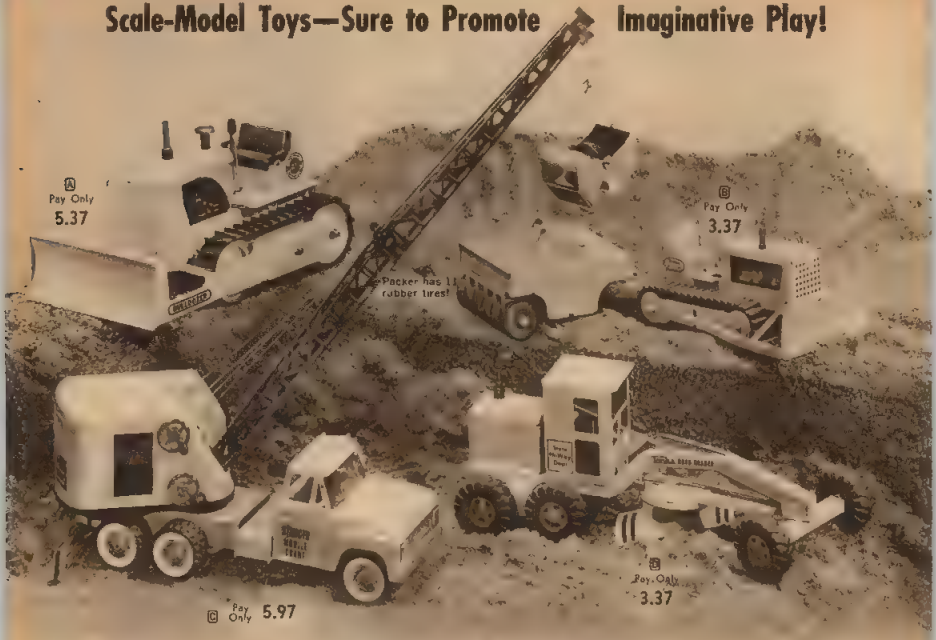
G Fire Truck **3.37**

H Car Ferry **1.97**

J Truck Carrier **3.37**

* Order batteries on page 614.

Scale-Model Toys—Sure to Promote Imaginative Play!



A GIANT NY-LINT BULLDOZER

Rugged scale model of one of the newest track-type bulldozers! Sure to please the young construction engineer—he can set the big blade in four positions! Powerful crank-operated chain winch on rear pulls other vehicles and equipment. 20-gauge steel with baked enamel finish. Rides freely on wide sure-grip vinyl tracks. Perfect choice for any youngster! 14 in. long.

87-5757 A—5 lbs.....Only 5.37

B TONKA DOZER-PACKER

Just like equipment used to build real highways! Bulldozer blade adjusts to three positions for various types of work—moves on deeply grooved treads. Road packer is detachable—has eleven sturdy rubber tires. Lever on side opens bottom of packer for fine spreading. Heavy-duty steel construction with baked enamel finish. Measures 18¼ in. long overall.

85-3846 A—4 lbs ..Pay Only 3.37

C STRUCTO MOBILE CRANE

Actually scoops and raises dirt! One wheel controls raising, lowering, loading, unloading of bucket. Second wheel raises, lowers boom. Crane swivels 360°. Adjustable stabilizers in rear prevent tipping. Steel with enamel finish. Plastic windshield. Realistic wipers, rear view mirror, horns. Plastic tires have white sidewalls. Crane measures 15⅝ in. long.

87-8090 W—6 lbs. Pay Only 5.97

D TONKA ROAD GRADER

Accurate scale model with moving parts! Real-life action and hours of fun for young road builders! Wide scraper blade tilts, rotates. All-weather cab has steering wheel to turn front wheels. "Floating dust" back wheels. Heavy steel construction, baked enamel finish. Six rugged rubber wheels. 17 in. long

85-3747 A—5 lbs....Only 3.37

E TRU-SCALE I-H "SCOUT"

Replica of the International Harvester "Scout"—converts to station wagon, pickup truck, or stripped down model for rugged action. Includes pickup top, station wagon top, two doors, detachable plow blade. Heavy-gauge steel, baked enamel finish. White vinyl sidewall tires. 9 in. long

87-8132 A—3 lbs.....Pay Only 2.67

G 4-PC. HUBLEY FARM SET

Extra-large scale models of real farm implements! New model 12-in. long Ford 6000 tractor is so realistic! Comes with scaled plow, flat bed wagon, and cultipacker—all hitch to tractor. Sturdy metal construction with durable enamel finish.

87-8272 W—4-Pc. Set. 8 lbs..... 6.97
87-8330 A—Tractor only. 5 lbs... .3.67

Eldon Road-Race Sets

ALL THE THRILLS OF A REAL RACE

- Beginner's set—easy enough for small child!
- Intermediate set—exciting Go-Kart race!
- Deluxe set—fun for the entire family!
- All parts and accessories are interchangeable!

FERRARI RACE
Set for
11.97
A

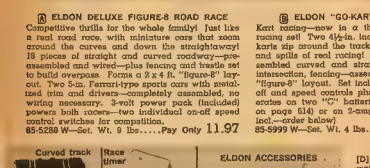
"GO-KART" RACE
Set for
7.37
B

OVAL RACE
Set for
5.44
C

A ELDON DELUXE FIGURE-8 ROAD RACE
Competitive thrills for the whole family! Just like a real road race, with miniature cars that zoom around the curves and down the straightaways! 18 pieces of straight and curved roadway—pre-assembled and wired—plus fencing and trestle set to build overpass. Forms a 2 x 4 ft. "figure-8" layout. Two 5-in. Ferrari-type sports cars with metalized trim and drivers—completely assembled, no wiring necessary. 3-volt power pack (included) powers both racers—two individual on-off speed control switches for competition.
85-5288 W—Set. Wt. 9 lbs.....Pay Only **11.97**

B ELDON "GO-KART" RACE SET
Kart racing—now in a thrill-a-minute indoor racing set! Two 4½-in. individually controlled karts zip around the track with all the thrills and spills of real racing! 16 pieces of pre-assembled curved and straight roadway with intersection, fencing—assembles into a 2 x 4 ft. "figure-8" layout. Set includes individual on-off and speed controls plus battery box. Operates on two "C" batteries (not incl.—order on page 614) or on 2-amp. power pack (not incl.—order below).
85-5999 W—Set. Wt. 4 lbs....Pay Only **7.37**

C ELDON BEGINNER'S OVAL RACE SET
Authentic auto-racing thrills for the youngest enthusiasts! Two independently controlled "indicmopolis" type racing cars zoom around the track, skid, jockey for position, roar in to the finish line. 12 pieces of prewired styrene plastic roadway assemble into an oval raceway. Includes two 4½-in. preassembled cars, junction box, two individual on-off speed control switches. Uses two "C" batteries (not incl.—order on page 614) or 2-amp. power pack (not incl.—order below).
85-5171 A—Set. Wt. 2½ lbs.....Only **5.44**



D to K ELDON RACEWAY ACCESSORIES—FOR EXTRA FUN!

[D] Curved Roadway. Styrene, metal rail. 7 in. long. ¼ lb.
85-5205 A—Each.....Only **33c**

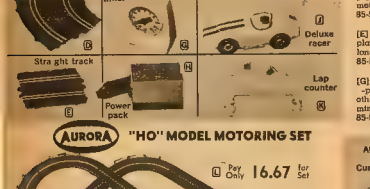
[E] Straight Roadway. Styrene plastic with metal rail. 5½ in. long. ¼ lb.
85-5262 A—Each.....Only **33c**

[G] Timer. Works like a stopwatch—push one button to start and another to finish. Timer runs two minutes. ½ lb.
85-5189 A—Each .....Only **1.97**

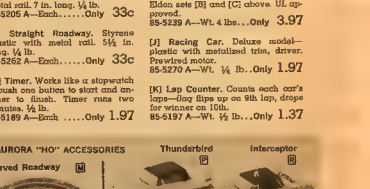
[H] 2-Amp. Power Pack. Use with Eldon sets [B] and [C] above. UL approved.
85-5235 A—Wt. 4 lbs...Only **3.97**

[J] Racing Car. Deluxe model—plastic with metalized trim, driver. Prewired motor.
85-5270 A—Wt. ¼ lb..Only **1.97**

[K] Lap Counter. Counts each car's laps—flag flips up on 9th lap, drops for winner on 10th.
85-5197 A—Wt. ½ lb...Only **1.37**



L AURORA HO-SCALE "MODEL MOTORING" AND RACING SET
Realistic table top action! Cars zip around curves, up and down grades, vying for position. 16 sections of 2-lane wired plastic roadway for a 36 x 36 in. layout. Plus trestle supports, guard railing, two 2¼-in. "Corvette" cars, two speedometer controls, and .8-amp. UL-approved power pack—order accessories at right for larger layout 7 lbs.
85-5668 W—Set.....Only **16.67**



M to S AURORA HO-SCALE RACING ACCESSORIES
Order accessories [M] to [S] to add new excitement to set [L]—or any other Aurora HO-scale set.

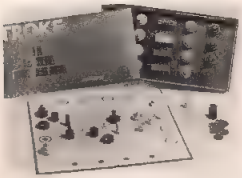
[M] Curved Roadway. Use with any Aurora set. Plastic—wired, 9-in radius. ½ lb.
85-5718 A—Box of 8...Only **3.44**

[N] Straight Roadway. Use with Aurora set. Styrene plastic. Wired, 9 in. long. ½ lb.
85-5676 A—Box of 8...Only **2.63**

[P] Ford Thunderbird. Realistic detailing. Plastic body 2½ in. long.
85-5684 A—¼ lb.....Only **1.37**

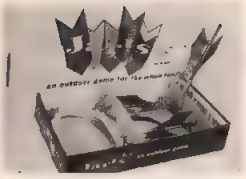
[R] Ford Police Car. 1962 model—authentically styled with red top light, lettering.
85-5700 A—¼ lb.....Only **1.74**

[S] Corvette. A favorite with sleek racy styling! With metalized trim. Plastic body 2¼ in. long.
85-5692 A—¼ lb.....Only **1.37**



Troke is a game of strategy that plays with the ease and speed of checkers, the intensity of chess. Contains 48 handsome interlocking plastic pieces for 2, 3 or 4 players. Retails at $4.00. Selchow & Righter Co., 200-5th ave., N. Y. C.

Sub-Machine Water Gun is designed of hi impact plastic. Features authenticity, accurate shooting and a powerful hydro-jet pump. Contained in a self-display counter merchandiser. Eldon Inds., Inc., Hawthorne, California.

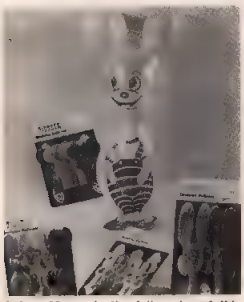


Jarts, an exciting new outdoor game, can be played at home, the beach or on picnics. Missiles are practically indestructible and completely weatherproof. An injured fin may be replaced. $7.95. Jarts, Box 252, Fort Edward, N.Y.

Speedster has rugged all-steel construction finished in flamboyant green and white. Measures 40" long and 18" wide with 1¼" semi-pneumatic tires. Suggested retail of $9.95. Hamilton Steel Prods., Inc., 1845 W. 74 st., Chicago, Ill.

Evergleam revolving tree stand will hold tree securely and bathe in a constant array of ever-changing lights. Complete with music; made of brushed aluminum with 4 glass color discs. Aluminum Specialty Co., Manitowoc, Wisconsin.

Roly-Poly chime toy is an 8-note musical instrument that's ideal for highchair and playpen play. Made of sturdy plastic resin; packed in see-thru acetate gift box. $1.00. Baby World Co., 36-31 33rd st., Long Island City, N. Y.



Swissy Mouse is the jolly ruler of this balloon kingdom which includes an assortment of Krazy Kat and Funny Bunny balloons. The Swissy package holds two large cardboard feet and retails at 49¢. Pioneer Rubber Company, Willard, Ohio.

Classic Chess Set is designed and sculptured by Peter Ganine. Pichon-Vincent is distributing line in France, also being turned in wood in England. Chess set with board at $6.95. Pacific Game Co., 12830 Raymer st., N. Hollywood, Calif.

Continuous Track Cribbage Board is made of hard rock maple that's furniture finished. Two-lane board for 2-4 players retails at $2.75; three-lane board retails at $3.75. Glanson Company, 260 Fifth avenue, New York City.

A to C ELGIN "SPORTSMAN" WATCHES
17-jewel movements. Waterproof while case, crown, crystal remain intact. Anti-magnetic and shock-and dust-resistant

(A) Full-Numeral "Sportsman." Luminous dial, sweep second hand. Chromium plated top, stainless steel back. Black leather strap. White or black dial. Postage prepaid
10-9876 V—White dial 19.95
10-9884 V—Black dial 19.95

(B) Dress "Sportsman." Sweep second hand. Golden case, stainless steel back. Brown leather or matching expansion band. Postage prepaid. **No down payment.**
10-3945 V—Leather strap 24.95
10-3952 V—Expansion band 29 95

(C) Stainless "Sportsman." Luminous dial, sweep second hand. Stainless steel case. Expansion band. Black or white dial. Postage prepaid. **No down payment.**
10-3960 V—Black dial 29.95
10-3978 V—White dial 29.95

D ELGIN "YACHTSMAN"® 19-JEWEL
Waterproof while case, crown, crystal remain intact. Anti-magnetic, shock-resistant, dust-resistant movement. With sweep second hand. Case has golden top, stainless steel back. Leather strap. Postage prepaid.
10-3994 V—White dial 39.95
10-3986 V—Black dial 39 95

ELGIN

Manufacturers of dependable timepieces for almost a century! Choose from a host of superbly styled watches—all with unbreakable mainsprings. All are gift-boxed and shipped to you postage prepaid—you pay no shopping charges! Order your Elgin today and pay only $5 monthly with Credit Command—see page 789 ADD 10% FEDERAL EXCISE TAX TO PRICES.

E 29.95 G 39.95 H 59.50 J 59.50 K 19.95 L 35.95 M 49.95

E to M CHOOSE A HANDSOME, DEPENDABLE ELGIN WATCH—THERE'S ONE TO SUIT EVERY MAN!

(E) Elgin "Sportsman" Self Wind.® A fine, all occasion watch that features Elgin Self Wind—perfect for the man on the go. 17 jewel precision movement is anti-magnetic, shock and dust resistant. Full numeral luminous dial has convenient sweep second hand. Beautifully styled case has chromium plated top, stainless steel back. With black Cordovan leather strap. **No down payment—see page 789 for details.**
10-4133 V Postage prepaid 29.95

(G) Elgin "Invader" Self Wind.® 17 jewel reliability Self-winding movement is dust-and-shock resistant anti-magnetic. Luminous dial has sweep second hand. Chromium-plated top case has stainless steel back. Your choice of smart white or sophisticated black dial. Both with matching expansion band. Postage prepaid. **No down payment.**
10-4141 V White dial 39.95
10-4158 V Black dial 39 95

(H) Elgin "American B" Self-Wind.® A leader in style. Self-winding 27 jewel movement is shock and dust resistant. Luminous dial, sweep second hand. Golden case has stainless steel back. Expansion band or brown leather strap. Postage prepaid. **No down payment.**
10-4174 V—Expansion band 59.50
10-4166 V Leather strap 49.95

(J) Elgin "American A" Self-Wind.® 27 jewel movement is shock and dust resistant. Luminous dial, sweep second hand. All stainless steel case. Expansion band or black leather strap. Postage is prepaid. **No down payment.**
10-4711 V Expansion band 59.50
10-4703 V Leather strap 49.95

(K) Elgin "Sportsman" 17 Jewel. Sleek and modern! Dependable movement is shock-resistant. Finely styled golden case has durable stainless steel back. With brown leather strap.
29-0007 V—Postage is prepaid 19.95

(L) Elgin "Orlando" 19-Jewel. A handsome rectangular case that's so right for dress or sports wear! Elgin precision movement is shock-resistant. Dial has small second hand. Elegant 10K rolled gold plate case—in your choice of white or yellow finish. Both have fine stainless steel backs, matching expansion bands. Postage is prepaid. **No down payment—see page 789 for complete details.**
10-4000 V Yellow gold case 35.95
10-4018 V White gold case . 35 95

(M) Elgin "Thorndale" 19-Jewel Watch. Exclusively masculine design that's elegantly styled to draw compliments wherever it goes! Always-dependable Elgin movement is shock-resistant. Dial has small second hand. Luxurious 10K rolled gold plate rectangular case has stainless steel back. Matching expansion band. **No down payment with Credit Command—see page 789 for complete details.**
10-4026 V Postage prepaid 49.95

Watches [A] [B] [C] [D] [E] [G] [H] and [J] are waterproof as long as case, crown, crystal remain intact

PRESENTING ELLIE ECHO!!!!!!

THE FAMOUS NEW TAPE RECORDER DOLL

Model S-5000C
Ellie Echo with [illegible] pink checked gingham party dress, green satin hair ribbon, fashion panties, white socks and white peter pan shoes.

Model S-5000P
Ellie Echo with [illegible] pink checked gingham party dress, pink satin hair ribbon, fashion panties, white socks and white peter pan shoes.

We say whatever you want us to!

We talk, sing, even whisper. We can repeat messages, tell jokes, recite poems. Just tell us what you want us to say.

Yes, it's true! We have a real tape recorder inside us!

It has an endless 20-second tape. It's transistorized and it's run by ordinary flashlight batteries.

ELECTRONICS MAGIC!

To operate Ellie, you slide the middle button on her back to the right to record. Slide it to the left to listen. Center position is off. Talk directly to her when recording. She repeats what you say clearly and distinctly. Ellie's tape recorder is operated by one standard "C" size flashlight battery (Eveready #935 or equiv.), and one standard 9-volt transistor radio battery (Eveready #216 or equiv.). Batteries not included. Batteries easily replaced by lifting hidden cover. The voice is absolutely realistic. Ellie is the GREATEST!

Ellie is 24" tall with movable head, arms and legs and rooted hair. Packaged in 2-color Die Cut Telephone Booth display carton. Standard pack 4/12 dozen.

$29.95 Suggested list price.

Made in U.S.A. Prices and specifications subject to change without notice.

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Permanent New York Showroom
Room 1L2 200 Fifth Avenue
CHelsea 3-3146

ELECTROSOLIDS CORPORATION
Special Products Division
12740 San Fernando Road North, Sylmar, California

SPD-47

ELLIE ECHO

1962 GLAMOUR DOLL

TALKS OUT!

TALKS UP!

TALKS BACK!

TALKS LOUD AND CLEAR!

ON TOP RATED TELEVISION SHOWS

ACROSS THE NATION

City	Station	Show
New York	WPIX-TV	Bozo
Chicago	WGN-TV	3 Stooges
Los Angeles	KTTV-TV	Sheriff John
Philadelphia	WFIL-TV	Chief Halftown
Boston	WHDH-TV	3 Stooges
Detroit	WJBK-TV	Felix
St. Louis	KSP-TV	Corky Clown
Washington DC	WMAL-TV	Porkey
Baltimore	WBAL-TV	Pete the Pirate
Cleveland	WJW-TV	B'wana Don
Pittsburgh	WTAE-TV	Robin Hood
Houston	KTRK-TV	Popeye
Milwaukee	WITI-TV	Popeye
Cincinnati	WLW TV	Mr. Hop
Kansas City	KCMO-TV	Cartoonland
Miami	WCKT TV	Bozo
Minneapolis	WTCN-TV	Dick Tracy
Seattle	KTNT-TV	Popeye
Buffalo	WGR-TV	Cartoon Playhouse
New Orleans	WVUE-TV	Bozo
Dallas	WFAA-TV	Felix
San Francisco	KRON-TV	Popeye
Denver	KOA-TV	Whirlybirds
Atlanta	WAGA-TV	Funny Pictures

The original and only TAPE RECORDER DOLL in the TELEPHONE BOOTH PACKAGE

Plus great weekly network plugs on Art Linkletter's House Party, Concentration with Hugh Downs, and more to come!

Order now!

Ellie is in full production!

ELECTROSOLIDS CORPORATION

Special Products Division

12740 San Fernando Road North

Sylmar, California

Permanent New York Showroom

Room 1112, 200 Fifth Avenue

CHelsea 3-1146

NEW BREAKTHROUGH FOR '62 ... NEW DOLLS FOR TOTS TO TEENS FROM EUGENE! *Again Eugene comes through with an unprecedented line of promotional dolls, popular-priced for volume sales! Appealing as a new-born chick and set for hatching new business for you in '62. Be sure to see them ... or write for literature.*

TOY FAIR • ROOM 804 • 200 FIFTH AVENUE

JOSEPH FETTMAN ADA CAPO

Lovable Lonie

EUGENE DOLL & NOVELTY CO., INC.

FACTORY: 148-39TH STREET, BUSH TERMINAL BUILDING, BROOKLYN, N. Y.

We're moving [. . . our Toy Fair Exhibit from the Sheraton-Atlantic] to 1107 Broadway!

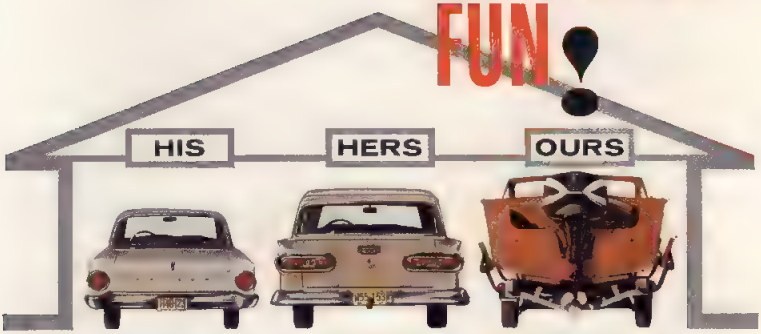
C'mon in and see our gay new line of bicycles and velocipedes for '62—first showing at Toy Fair time! Major styling changes that'll knock your eyes out! Remember...all NEW EVANS bikes and trikes at our all new display headquarters—1107 BROADWAY!

Hallmark of Quality Products

EVANS PRODUCTS COMPANY
PLYMOUTH, MICHIGAN

CONSUMER DIVISION

BOATING MEANS FAMILY FUN!



Keep a fun-making machine in your garage. Hitch your wagon to high adventure any holiday or weekend you choose. Share the happy metamorphosis of mind and soul that comes when the blue water widens between boat and dock. Enter the **push-button boating** age with the sure command that Evinrude's push-button electric shift gives you. Other advanced features, like automatic thermostat control, automatic choke, and electric motor tilt, make boating all play and no work. The only reason for boating is **fun.** A visit to your Evinrude dealer will show you how easy it is to have the **most** fun. Ask for free catalog. Write Evinrude Motors, 4206 North 27th Street, Milwaukee 16, Wisconsin.

(In Canada Peterborough, Ont.) A Division of Outboard Marine Corp.

EVINRUDE

FIRST IN OUTBOARDS

PIONEER

A 100% VIRGIN WOOL blanket in the traditional Canadian style. Close weave construction with ends whipped in wool yarn to provide top warmth and long wear under the most rugged conditions. Really a sturdy blanket, ideal for dorm, den, lodge, or city bedroom. No problem keeping it like new—it can be machine washed and dried. Carries Good Housekeeping Guarantee Seal. Permanently moth-proofed, gift boxed.

Specify colors: White with Black, Yellow and Red Stripes
Red with Black Stripe

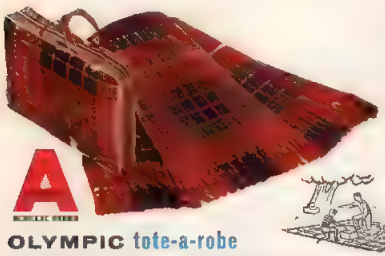
6773C1490—Size 72"x90" **$22.50**

SCOTCH PLAID

100% PURE WOOL. Authentic Tartan plaids add the right touch of color to any room. So attractive it can also serve as a spread. Bound with harmonizing nylon. So easy to keep lovely too—it can be washed and dried by machine without worry. Carries Good Housekeeping Guarantee Seal. Permanently moth-proofed—gift boxed.

Specify colors: Royal Stewart (Red)
Dress Stewart (White)

6774C1270—Size 72"x90" **$18.95**

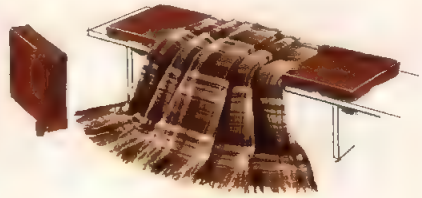


OLYMPIC tote-a-robe

100% VIRGIN ACRILAN ACRYLIC. A large 70 by 50 inch deeply fringed robe of wonderfully soft Chemstrand Acrilan in the brightest clearest plaids imaginable. Machine washable too. Comes in handsome vinyl carrying case with convenient handle and clear plastic window. The built-in deep foam cushion provides extra comfort.

Specify colors: Red, Green, Brown

6775C1020—Size 50"x70" robe & case. **$15.95**
6776C790 —Size 50"x70" robe only **$12.95**

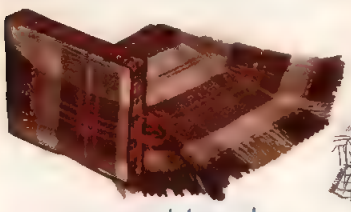


COMPANION tote-a-robe

The ultimate in convenience. The deluxe carrying case of Bolta flex vinyl has handy shoulder strap and zips apart to provide two foam filled seat cushions. Extra large robe is of 100% PURE WOOL in beautiful Tartan plaids deeply fringed.

Specify colors: Red, Gold, Green

6780C1490—Size 54"x72" robe and two-seater case . **$20.95**



TRAVELLER tote-a-robe

All the advantages of a Tote-a-Robe at an economy price. The fringed robe is made of 100% ACRYLIC MIRACLE FIBER, completely washable. Carrying case is of colorful plaid vinyl with a clear plastic window. Robe comes in a specially designed "go with anything" plaid.

Color: Brown Plaid

6779C590—Size 50"x60" **$10.95**

VARSITY tote-a-robe

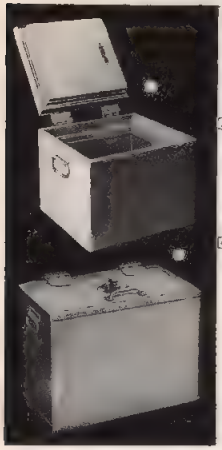
Beautiful and practical as only a robe made of top grade 100% PURE WOOL can be. Extra large size, soft and warm. Comes in deluxe case of leather-like vinyl with robe matching wool face. Always a handy cushion with its built-in foam pad. Ideal for the beach, boat or stadium . . . or as a lap throw or extra blanket in the home. Colorful designer plaids

Specify colors: Red, Gold, Green

6777C1270—Size 54"x72" robe & case..... ..... **$17.95**
6778C895 —Size 54"x72" robe only..... ..... **$12.95**

HALL'S FAMOUS RECORD SAFES

Fire is a risk you can't afford to take. Tonight it could be your home or business. Records are only worth the paper they are written on. Protect them in Hall's U.L.-Labeled Safes. Tongue-and-groove design door is recessed to prevent prying.



HALL PERSONAL SAFES. A "must" for every home and executive office. Carry the 1-Hour Safe Manufacturer's National Association Label, which certifies these safes will resist temperatures of 1700° F. for one hour.

	Model		Weight	Outside Dimensions H.	W.	D.	Inside Dimensions H.	W.	D.	Retail Price
1	87K623F	3397	60 lbs.	9⅛"	13¼"	12⅝"-	5½"	11"	10⅜"	$43.55
	87K624F	3997	75 lbs.	12"	13¼"	12⅜"	8⅛"	11"	10⅜"	50.60
	87K625F	4797	85 lbs.	10"	17⅜"	15⅜"	6½"	15"	13½"	61.20
2	87K626F	5397	105 lbs.	14⅜"	18½"	10¾"	10¾"	16"	8¼"	68.00

3 **HALL FLOOR SAFES.** Carry the U.L. Class "C" 1-Hour Label, which certifies safe has survived a "torture test" for resistance to fire, impact and explosion. Tested to withstand temperatures of 1700° F. for one hour.

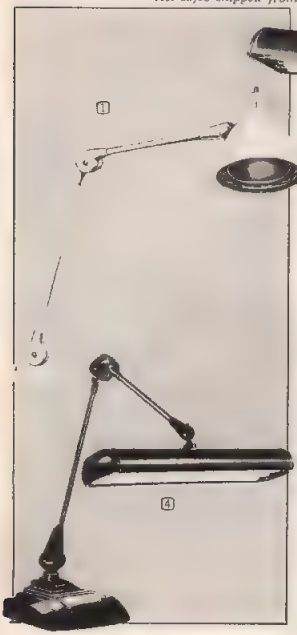
Model		Weight	Outside Dimensions H.	W.	D.	Inside Dimensions H.	W.	D.	Retail Price
87K620F	3987	160 lbs.	24⅛"	17¾"	13¾"	16"	13½"	9½"	$ 77.50
87K621F	6987	190 lbs.	24⅛"	17⅜"	17¼"	16"	13⅛"	13"	89.95
87K622F	5987	220 lbs.	24⅛"	17⅜"	22¾"	16"	13½"	18½"	129.95

4 **HALL MONEY CHEST.** Carries the Safe Manufacturers National Association Group 4 Burglary Resistive Label and qualifies for low "E" Mercantile Burglary Insurance Rates. Special U.L. Relocking Device Label earns an additional 10% reduction in "E" insurance rates. Money chest has 3-tumbler, hand changing, combination lock capable of thousands of combination changes. Three-bolt locking mechanism operates from combination lock bolt through direct linkage. Relocking device deadlocks bolts when lock spindle is driven from door. Steel clad concrete block adds to burglary resistance. Two rubber bumpers support door in open position. Four mounting holes. Grey exterior with harmonizing Dark Grey.

Model		Weight	Dimensions H.	W.	D.	Dimensions H.	W.	D.	Retail Price
87K629F	24997	1120 lbs.	32"	18"	18"	8"	10"	11"	$331.00

Write for price of larger sizes.

All safes shipped from factory in Hamilton, Ohio. You pay shipping charges when delivered.



1 **INCANDESCENT FLEXO-CLAMP LAMP.** Air-cooled shade. Extends to 42". Clamp or screw mount. Grey only
87K596P 847 Wt. 4 lbs.....Retail **$11.95**

2 **Flexarm® 2-LITE DESK LAMP.** Bends to best angle for every job. Maximum height 14". Bronze or Grey. Specify color.
87K495P 1047 Wt. 8 lbs.....Retail **$14.95**

3 **FLEXARM® 1-LITE DESK LAMP.** Maximum height 12". Gooseneck bends in all directions. Bronze or Grey. Specify color.
87K496P 747 Wt. 6 lbs.....Retail **$10.95**

4 **FLUORESCENT DESK LAMP.** 2-lite, AC. Handsome weighted base, non-tip. Extends to 32". Metallic Bronze or Grey. Specify color
87K131LC 1947 Wt. 24 lbs....Retail **$28.95**

5 **2-LITE CLAMP DESK LAMP.** For draftsmen, home hobbyists, office. Fluorescent 2-lite, AC. Clamp or screw to any surface. Specify Bronze or Grey.
87K129P 1447 Wt. 9 lbs.....Retail **$20.95**

New: Stone Age watermobile

Boys and girls can return to The Stone Age in the most up-to-date manner with a Flintstone Watermobile made by Pal-Playwell Inc., Jamaica, N.Y.

This new water toy attains its "Stone-Age" look through the use of two large foam plastic floats which serve as wheels for the odd looking vehicle. The floats are made of Pelaspan, and expanded polystyrene foam made by The Dow Chemical Company. They afford unsinkable flotation for the car, and are painted a bright blue. Suggested retail price is $39.95.

The body is constructed of marine type plywood, colorfully painted and decorated with the amusing replicas of the Flintstone characters from the television comic strip, "The Flintstones" on WABC-TV. Canopy frame is made of tubular aluminum and bears a vinyl awning. Paddle, steering wheel and paddle mechanism are molded of polypropylene.

The watermobile employs a unique and simple paddle arrangement enabling even small children to use it without difficulty. By merely pushing and pulling the steering wheel forward and back, the Flintstone watermobile propels itself through the water. Turning is accomplished by moving the steering column to the side desired and continuing the push-pull movement. A paddle foot attached to the steering wheel propels the car

Sand Man Stores elect officers

The election meeting of Sand Man Stores was held on January 9th at 45 University Place, New York City. Murray Goldbert of Northern Juvenile Store was elected president, Issac Spiegelman of Carriage Corner was elected vice-president and Harold Gerstenhaber continues as secretary treasurer.

House-to-house firms increase toy volume to 3% of all sales

Toys account for three per cent of sales, according to a survey of members of the National Association of House-to-House Installment Companies. A few years ago the figure was one per cent, the association reported

Members include firms which have both stores and routes and those with only routes

Where these firms use both methods of selling, route sales account for 77 per cent of toy sales and store sales produce 23 per cent, according to the survey

Alton M. Torgan, Standard Home Utilities Inc., Bridgeport, Conn., was elected president of the association at the recent annual meeting. Other officers are:

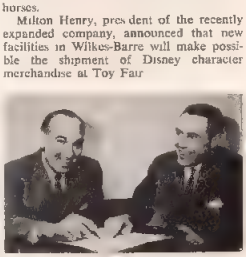
John S. Phalen, J. S. Phalen Mercantile Co., Joliet, Ill., vice president; Louis Ludgan Ludeo Corp., Hartford, secretary; Irvin Kovens, The M. Kovens Co., Baltimore, treasurer

Leslie Henry to use Disney

Walt Disney Productions announced a new edition to its licensed manufacturers, the Leslie Henry Deluxe Co., which will use Disney characters on a line of blackboards, toy chests, peg tables, and rocker and caster type horses.

Designs for the new merchandise have already been selected. The storybook toy chest will feature the Three Little Pigs and The Big Bad Wolf. Pluto will be used to enhance the peg tables. The blackboards will feature a panorama of Disney characters in simplified drawings that may be easily copied onto the blackboard. Blow-molded and rotational molded Disney characters, with a movable head feature, will be used on the caster and rocker type horses.

Milton Henry, president of the recently expanded company, announced that new facilities in Wilkes-Barre will make possible the shipment of Disney character merchandise at Toy Fair



Milton Henry, president of Leslie Henry Deluxe Co., (l), and W. H. G. Smith, merchandise manager of Walt Disney Productions Character Merchandising Division, discuss the new contract.

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• FIRST IN VALUE
• FASTEST IN TURNOVER

MORE THAN 500 FAST-SELLING TITLES

Activity Books, 10c to 29c
Activity Boxes, 29c to $2.00
Adult Interlocking Puzzles, 29c to $1.00
Children's Boxed Puzzles, 29c to $1.00
Children's Inlaid Puzzles, 29c to $1.00
Children's Jigsaw Puzzles, 39c
Coloring Books, 5c to $1.00
Donkey Party Games, 10c to $1.00
Fiction Books, 39c to 59c
Floor Books, 25c to 59c
Games, 10c to $3.00
Linen Books, 25c to $1.00
Paper Doll Books, 10c to 29c
Paper Doll Boxes, 29c to $2.00
Paper Doll Portfolios, 29c to $1.00
Picture Lacing Boxes, 29c to $2.00
Scrap Books, 10c to 29c
Story Books, 5c to 50c
Super Slates, 29c
Valentine Books, 15c to 59c
Paint-by-number Cards, 29c to $1.00

SP-362 167

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THE *Great* NAME IN CHILDREN'S BOOKS

Saalfield Square, Akron 1, Ohio • New York Showroom, 200 Fifth Ave., Suite 445-447

Fine Quality Clocks

Clocks for Home and Office

Wall Clock by New England

Exemplifying the finest elegance for wall decoration. For the modern or traditional home. Etched dial in gold and silver colors. Available in Fruitwood with battery movement or Mahogany with 8-day movement. Over-all size: 12¼"x19¾".

2134N2850—Battery Movement—Fruitwood..... **$47.50**

2133N2550—8-Day Keywound—Mahogany $42.50

DISTINCTIVE DESK AND TABLE CLOCKS

Electric and cordless electric (battery operated) clocks engineered by a quality manufacturer Jefferson battery models incorporate a unique self-regulating movement operated by standard mercury cells. No winding, no outlet—clock can be used anywhere on one standard 1½ volt flashlight "D" battery.

1930N1947—"Intermezzo" Battery—24K Gold Plate Finish with Cameo Dial. Retail **$29.95**

2062N1947—"880" Battery. 24K Gold Plate Finish. Retail $29.95

1929N1947 — "Integer" Battery—Chrome Finish. Retail **$29.95**

1817N1297—"500" Electric—Chrome Finish. Retail $19.95

Chippendale Design

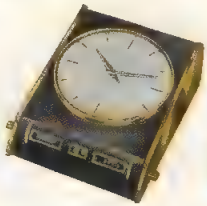
2136N2970 — A faithful replica of the famous Chippendale design of Early America. This is truly a most beautiful Colonial period wall clock. Cast metal case finished in antique nutmeg color, gold colored hands and trim. Cordless electric battery movement. Over-all size: 14"x24". Retail **$49.50**

"Americana" Pocket Watch Table Alarm

2632N2660—Reproduction of Grandpa's beloved Gold watch set on sturdy easel back for that home decorator touch! Gleaming polished brass case with round fob top. Easy-read dial with raised Goldtone Roman numerals and hour markers. Compelling alarm but a quiet tick. Size, 3½" dia. 4¾" high. Retail **$10.95**

Florn Cylinder Clock

1707N338—A precision built timepiece. Unique construction with a powerful spring that can run 60 hours. Only one hand and no glass. Tortoise shell enameled finish. Top part of clock revolves and stationary indicator tells time. Diameter 4½", 2⅜" height. Retail **$9.95**



Desk Clock with Calendar

1939N2550 Brass polished and ground, covered with light brown imitation leather, brass polished bezel. Silver dial with brass polished wedges. Jungham's battery movement with 7 jewels. 7½"x5½". Retail **$42.50**

Florn "Nassau" Alarm Clock

1581N677—7-Jewel imported desk alarm. Highly polished brass base. Will add a modern touch to any room. Etched metal Silver dial Size: base 4¼"; 40-hour movement. Ret. **$10.95**

Mastercrafters "Country Church"

1907N1077—Figure at bottom pulls cord that moves bell at top on hour and half-hour. Pin switch controls light on bottom scene that also illuminates stained window. Plastic case. UL approved self-starting electric movement. 4" dial, 12½" high, 7⅛" wide. White or Gold. Specify. Retail **$17.95**

1952N325—Florn Junior Alarm Clock. A highly styled 2 bell junior alarm clock. 30-hour movement luminous fancy dials and finished in all polished brass case. Size 2½" diameter, 3½" high. Retail $4.95

Office Clock by Sessions

1576N1034—Large and legible easy-to-read 13⅜" White dial, chrome case. Black numerals and hands, Red sweep second hand. Dependable electric movement. AC only. 13⅛" diameter. Retail **$15.95**

1577N839—Same as above in Blue Gray or Brown. Specify color. Retail $12.95

1902N489—Diehl "Cavalier." Silent tick alarm clock, a gentle awakener. Several pre-warnings before continuous alarm. Rubber tampion, raised radium figures and hands. Brass Bezel 3⅝"x3⅝". Color: Ivory or Green. Specify color. Retail $7.95

Miniature Grandfather Chime Clock

1933N5397—18½" high chime clock in traditional hall-clock shape. Even has a swinging pendulum. The Westminster chimes sound the quarter hours on four chime rods, and strike the hours on a chord of four rods. Self-starting electric movement also has chime silencer. Metal etched dial 5-year-guarantee. Wood case finished in Mahogany or Walnut veneer. Specify finish. 18⅛" high, 8⅜" wide, 4⅝" deep. Retail **$89.95**

Early American Styled Clocks by Spartus

[A] **CONCORD** (Pendulum) . . . distinctive Early American design. Beautiful contrasting Colonial decorations in red, black, and gold, are high-lighted by the gold outer band and the maple finish of the clock. Easy to read Roman numeral dial. Size, 10" in dia. Pendulum extends 2½" below clock. Shpg. Wt. 3 lbs.
Electric
2149N477 . . Retail **$7.95**

[B] **MAYFLOWER** . . . gold eagle atop the wood grain finish case, and the swinging pendulum set against a decorative metal and fibre cloth, create a true reminder of Early American styling. Colonial white dial is contrasted by delicate gold hands and numerals. Size: 7¾" wide x 14" high x 2¼" deep. Shpg. Wt. 5 lbs.
2145N1197 Electric . . . . . Retail **$19.95**

[C] **COLONIAL SPOONHOLDER** . . . replica of traditional Early American styling. Beautiful wood grain finish case and Colonial white dial with gold numerals and hands. Complete with floral arrangements—ideal for living room, dining room, den, family room, etc. Size 7¾" wide x 19" high x 4⅜" deep. Shpg. Wt. 5 lbs.
Electric
2143N957 . . . . Retail **$15.95**
8-day
2144N1260 . . . . Retail **21.00**

ELECTRIC OR 8-DAY WIND

All Spartus Clocks are Electrically timed unless otherwise listed. The Electric Clocks are UL and CSA approved 110-120 Volt, 60 Cycle, AC only. Retail prices do not include 10% Federal Excise Tax.

BATTERY OPERATED

CONTINENTAL . . . an elegant timepiece, smartly styled from the 18th Century Rococo period. The dial has a black background with gold ornamentation. White center with Roman numerals and delicate polished brass hands. Gold plated case and finial. Complete with 30" brass plated metal chain and battery. Size 13½" in dia. Shpg. Wt. 5 lbs.
2146N1377 Battery. . . . . Retail **$22.95**

FRY-KLOK . . . attractively designed to fit into both modern or traditional kitchen styling. Simulated fry pan case has a lustrous copper finish. Dial has easy to read, 3rd dimensional, black numerals. Fits flat against any wall. Size, 8½" in dia. Shpg. Wt. 2 lbs.
1649N417 Electric. . . . . Retail **$6.95**

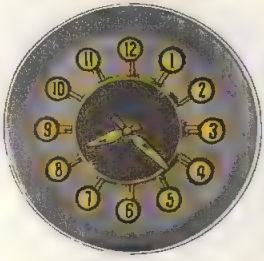
BATTERY OPERATED

WOOD DALE . . . attractive timepiece designed for modern living. Complete with fine quality, cordless, battery operated movement. Wood grain finish case with gold outer ring, highly polished gold finished bezel and finial. Roman numeral dial with concentric gold circles. Battery included. Size: 14" in dia. Shpg. Wt. 4 lbs.
2150N1317 Battery . . . . . Retail **$21.95**

BATTERY OPERATED

FANTASY . . . a new, modern idea in clock styling. Complete with cordless, battery operated movement. Ideal for kitchen, dinette, den, or family room. Black or white "accordion" pleated case with gold hour markers and hands. Battery included. Size: 10" in dia. Shpg. Wt. 2 lbs.
2147N837 Black, Battery. . . . . Retail **$13.95**
2148N837 White, Battery. . . . . Retail **13.95**

TIME-O-LITE . . . a unique and decorative combination of modern styled lamp and accurate timepiece. Shade revolves on a turntable indicating correct time. Separate on/off switch for lamp. Gold finished base and trim with contrasting white shade and black numerals. Size: Base 5⅛" dia., Shade 4⅞" dia. Over-all ht. 10¾". Shpg. Wt. 4 lbs.
2028N777 Electric. . . . . Retail **$12.95**



KING . . . a truly regal decorative clock for living room, kitchen or den. The concave shaped walnut grain finished background combines with polished gold centerpiece to make it the focal point of any room. Black dial with gold hands and numerals. Size, 10" in dia. Shpg. Wt. 2 lbs.
2027N417 Electric . . . . . Retail **$6.95**

PROMPT SHIPMENTS FROM NEW YORK AND CHICAGO

FAMOUS BAVARIAN CHINA

For unsurpassed quality and design—choose imported china from the world's greatest craftsmen—Forest, Johann Haviland, and C. M. Hutschenreuther. You'll be proud to use this fine-quality china for formal entertaining as well as everyday dining. It has all the luster, sheer translucency, and beauty that makes china a prized possession. Fully vitrified—impervious to moisture and highly resistant to chipping and breaking. For open stock pieces, write to us.

(A) CLASSIC ROSE BY FOREST

Master-quality china from the world's oldest china factory. It's delicately translucent, yet extremely durable—crack and craze proof chip-resistant. Fired at 2800° for lasting beauty. Pattern of delicate roses and green leaves blooms against a white background—creates a design that blends well with traditional or modern settings. The elegant baroque-shaped pieces are richly trimmed in 24K gold. Wts. 65. 36 lbs.

9F627X 4663 . .53 pc.) . . . . . Retail **$ 89.95**
9F626X 7897 (93 pc.) . . . . Retail **$119.95**

SET COMPOSITION FOR DINNERWARE SERVICES

93-Pc. Service for 12 for (A), (C), (E), 12 each: dinner plates, dessert plates, bread-butter plates, cups, saucers, soup bowls, fruit bowls; 1 each: vegetable bowl, covered sugar, creamer, coffee pot, 2-pc. sauce boat; platters

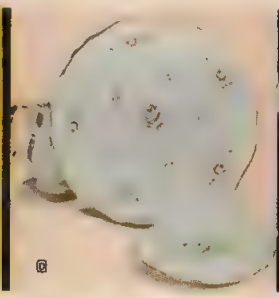
93-Pc. Service for 12 for (B), (D), 12 each: dinner plates, dessert plates, bread-butter plates, soup bowls, fruit bowls, cups, saucers, 1 each: vegetable-baker, sauce boat, covered sugar bowl, creamer, covered tureen; 2 platters

83-Pc. Service for 8 for (A), 8 each: dinner plates, dessert plates, cups, saucers, soups, fruit bowls; 1 each: covered sugar, creamer, vegetable bowl, platter

(B) WHEAT SPRAY BY JOHANN HAVILAND

Striking simplicity in a design that reflects traditional elegance offers an invitation to gracious dining! The pure white translucent china is a perfect background for graceful sprays of silvery grey wheat. The coupe-shape pieces are edged with a gleaming ring of platinum that echoes the rich glow of your finest silverware. It's a pattern you'll be proud to own—delicately beautiful for formal entertaining, yet durable enough for every day. 56 lbs.

9F624X 7997 (93 pc.) . . . . Retail **$119.95**



(C) TIARA BY HUTSCHENREUTHER

Contemporary styling in china that looks so delicate and fragile, yet gives lasting service. Sophisticated random blue border pattern accents a background of sparkling white. Exquisite coupe-shaped pieces. Serves every occasion beautifully—formal to casual.

9F628X 8663 . .(93 pc.) . . . . .Retail **$129.95**

(D) CHIPPENDALE ROSE BY JOHANN HAVILAND

Traditional beauty in a classic rosebud pattern! It's designed for an adventure in gracious entertaining. Authentic rose and leaf design on a lovely white background—heavy gold trim on baroque-shaped pieces. It's delicate in appearance, yet made to give years of treasured service.

9F623X 8663 . .(93 pc.) Retail **$129.95**

(E) BROWN ORCHID BY HUTSCHENREUTHER

Adds an unmistakable note of luxury to every table setting! Captures the enduring beauty of nature with a graceful flora, swirl in tones of brown, pink, and yellow—set against a lustrous white background. Regal baroque-shaped pieces edged in luxurious 24K gold.

9F630X 9330 (93 pc.) . Retail **$139.95**

Services are not available shipped from New York—pay shipping charges on arrival

BAVARIAN FINE PORCELAIN CHINA
Crown Royale-1814

CERTIFICAT' OF REGISTRATI'

Imported Bavarian Fine Porcelain China. 'Old World' craftsmanship, combined with 'New Worl styling. A treasured heirloom that will be cherished for generations. Delicate patterns in soft colo on bone white background, rimmed in genuine platinum . . . Crown Royale-1814 Imported Bavari Fine Porcelain China is an outstanding product of the oldest and finest manufacturers on the co tinent. Each set has a certificate of registration entitling the owner to many Crown Royale benefi

SPRING WHEAT—A superb porcelain china. Delicate sprays of pale golden wheat on a bone white background . . . A genuine platinum rim accents this story of romance and beauty.

9P5X3195—45 pc. set, serves eight	Retail $59.95
9P7X4250 56 pc. set, serves eight	.Retail $79.95
9P9X5295—90 pc. set, serves twelve.	.Retail $99 25

AUTUMN LEAVES—An exceptionally fine porcelain China. Two leaves in beautiful shades of blue and gray . . . floating on bone white background . . . rimmed in genuine platinum.

9P4X3195—45 pc. set, serves eight	Retail $59.95
9P6X4250—56 pc. set, serves eight	Retail $79.95
9P8X5295—90 pc. set, serves twelve	Retail $99.95

COMPOSITION OF SETS

45 pc. Set—Service for eight: Shipping weight—34 lbs.—Eight each—Cups, Saucers, Bread and Butter Plates, Dinner Plates, and Salad-Cake Plates, One each—Platter, Vegetable Dish, Sugar Bowl, Cover, and Creamer.
55 pc. Set—Deluxe Service for Eight· Shipping weight—40 lbs.—Eight each—Cups, Saucers, Bread and Butter Plates, Dinner Plates, Salad-Cake Plates and Soups. One each—Platter, Vegetable Dish, Sugar Bowl, Cover, Creamer, Gravy Boat, Coffee Pot, and Cover.
90 pc. Set—Service for twelve—Shipping Weight—60 lbs.—Twelve each—Cups, Saucers, Bread and Butter Plates, Dinner Plates, Soups, Salad-Cake Plates and Fruit—Dessert Plates. One Each—Platter, Vegetable Dish, Gravy Boat, Sugar Bowl, Cover, and Creamer

ALL CROWN ROYALE-1814 ALWAYS AVAILABLE IN OPEN STOCK.

BAVARIAN FINE LEADED CRYSTAL STEMWARE
Crown Royale-1814

The finest imported Bavarian Leaded Crystal Stemware. A delicate leaf pattern, hand blown and hand cut. The unmatched elegance graciously compliments your table. The beauty of Crown Royale-1814 Leaded Bavarian Crystal Stemware is ageless, with a mark of distinction.

9N63X895—Water Goblet Set of 8	.Retail $14.00
9N64X895—Champagne-Sherbet—set of 8.	.Retail $14.00
9N65X895 Juice-Wine—set of 8.	.Retail $14.00
9N66X895—Cocktail-Fruit set of 8	.Retail $14.00
9N67X895 Cordial set of 8..	. . . . . Retail $14.00

A WINNING COMBINATION! SPORTS ILLUSTRATED AND FOTO-ELECTRIC FOOTBALL BY CADACO-ELLIS

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READER IMPRESSIONS FOR FOTO-ELECTRIC FOOTBALL WITH THESE HARD-HITTING... PROFIT PULLING ADS!

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America's No. 1 sports magazine will help you sell America's No. 1 sports game!!

Right in the heart of Football Season with enthusiasm at its height, we've put Foto-Electric Football on the pages of Sports Illustrated . . . The most widely read, collected and quoted sports magazine of them all. Foto Electric Football with its spectacular Play Viewer shows every play in motion. Full set of up-to-date offensive and defensive formations duplicates a real Football Game right down to the Quarterbacking.

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CADACO-ELLIS, INC.

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NEW YORK SALESROOM . . . 200 FIFTH AVENUE

Barbie®

Every Barbie® owner loves this Four Poster Colonial by Susy Goose®—its exclusive and official too.

The above number is 461 and retails for $4.95. Production capacity is *almost* sold—better *act.*

®Registered Trade Mark.

[1] **FLOOR STAND STRIKING BAG SET.** A lively action outfit for youngsters. Will not damage floor or walls. Has ⅜" plywood base platform, 12" x 30". ¼" diameter highly tempered steel rod attached to base with cast iron sockets. Striking bag attached over rubber cone, protects bag and bladder.

79K189P [567] Wt. 8 lbs. .....Retail **$8.95**

[2] **WILSON "FRANK GIFFORD" AUTOGRAPH FOOTBALL.** Quality leather football. Full grain cowhide. Double-lined for extra long life. Rubber valve bladder. White leather lacing. Official size and weight. Tan with white "line-up" stripes.

79K324B [563] Wt. 1 lb. 10 oz. .....Retail **$8.50**

[3] **4-PIECE FOOTBALL SET.** For 11 to 15-year-olds Genuine tenite helmet, double bar face guard; one-piece, heavy-duty twill, gold pants with thigh and kidney guards — adjustable waist, 24" to 30"; shoulder pads, quilted kapok padding, bound edges, light weight, long-sleeve hemmed bottom jersey — cardinal, white stripe.

79K182B [863] Wt. 6 lbs. .....Retail **$13.50**

79K183B [863] Same, only for 8 to 10-year-olds ..Retail **13.50**

[4] **OLYMPIAN OFFICIAL FOOTBALL.** Official size and weight. Top grain pebble cowhide. Rubber-valve bladder. Double herringbone laminated lining for extra strength

79K437B [430] Wt. 1 lb. 6 oz. .....Retail **$7.50**

[5] **WILSON "ALAN AMECHE" AUTOGRAPH FOOTBALL.** Top selection, full grain cowhide. Triple lining, rubber valve bladder, lock-stitch design. Tan with white leather lacing.

79K838B [893] Wt. 1 lb. 10 oz. .....Retail **$13.50**

[6] **SPECIAL ADJUSTABLE HELMET.** One-piece molded shell with double bar face guard permanently attached. Adjustable leather shock absorbers, rubber ear pads, leather chin strap. White with red stripes.

79K174B [297] Wt. 2 lbs. 14 oz. .....Retail **$4.95**

[7] **YOUTH'S SHOULDER PADS.** Cantilever model. Medium size. Molded vulcanized fibre arches, flaps and caps. Heavily quilted padding, covered with white drill. Leather bound neck opening

79K022B [347] Wt. 1 lb. 10 oz. Pair.....Retail **$5.50**

79K023B [267] Boy's size. 1 lb. Pair.....Retail **3.95**

[8] **PROFESSIONAL BOXING GLOVES.** Special tanned glove leather Rolled palm grip, deep laced and well padded wrist. Filled with fabricated hair. Wine colored. For 15 to 18-year-olds.

79K021B [697] Wt. 1 lb. Set of 4..... Retail **$10.95**

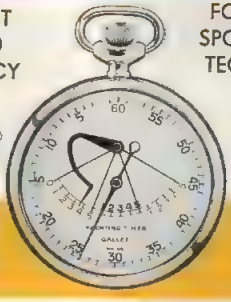
BOY'S BOXING GLOVES. Wine colored genuine leather with matching rubberized vinyl palm. Fabricated hair stuffing. Wide padded wrist, rolled grip. Set of 4 gloves.

79K019B [537] For ages 10-18. Wt 1 lb. . . . . .Retail **$8.95**

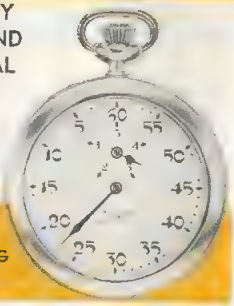
79K020B [387] For ages up to 10. Wt. 10 oz. . . .Retail **6.65**

Famous Galco and Gallet Timers

FOR SPLIT SECOND ACCURACY



FOR EVERY SPORTS AND TECHNICAL USE



YACHTING TIMERS

SPRINTS TRACK AND SWIMMING

8740W2450—7J Gallet 10 second timer sweep hand makes one revolution in 10 seconds. 10 minute register. Large 2¼" dial.
Retail $49.00

8741W2145—7J Galco 10 second timer 20 minute register. Large 2¼" dial.
Retail $43 90

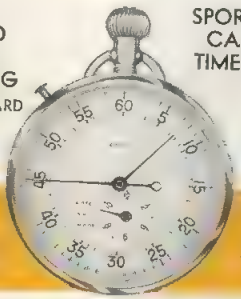
MANEUVERING YACHT AND MOTOR BOAT

8742W2015—7J Gallet timer three 5 minute indicators for maneuvering between preparatory and starting guns. Start, stop and fly back from crown.
Retail $40.30

8727W2680—7J Gallet Yachting Timer with guaranteed water resistant movement. 5-minute register, start, stop and fly back from crown.
Suggested Retail $55.30

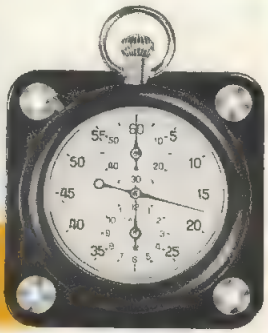
SPEED CAR RACING

DASHBOARD MOUNTS Available



7 Jewel

SPORTS CAR TIMERS



7 Jewel

SPEED CAR LAPS & STARTS

8743W2400 Gallet 7J 1/10 second timer 2 hand 30 minute register. Sweep hand makes one revolution in 1 second. Divisions to 1/10th second. Very accurate
Retail $49.00

8744W5250 Two of the above watches in twin plastic dashboard mount
Retail $105 30

SPORTSCAR DASHBOARD MOUNT

8745W2850—Galco 7J timer. Red hand indicates minutes. Black hand 100th of minute and ½ second readings. Steel dial for hours. Plastic case for dashboard mounting, not shown
Retail $69 90

8746W2980 Galco 7J ½ second timer. Shows seconds and minutes on outer dial and small dial registers hours. Without plastic dashboard mount.
Retail $59 60

SPORTSCAR TIMER IN DASHBOARD MOUNT

8730W2395—Popular new sports car 7J Galco Timer in hard Black plastic case. Can be attached to dashboard. Registers 12 hour, second register with time out. Shock resistant case
Retail $49 40

8747W2175—Same as above but without plastic dashboard mount
Retail $43.55

MATCH THE RED WHITE AND BLUE

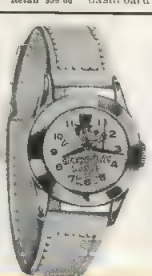
TIME TEACHER WRIST WATCH

BRADLEY TIME Div. of Elgin Watch

YOUNGSTERS WATCHES

- SWISS PRECISION MOVEMENTS
- SHOCKPROOF
- ANTIMAGNETIC
- ELECTRONICALLY TIMED

ROY ROGERS



HUCKLEBERRY HOUND

QUICK-DRAW McGRAW

7330W570—The fastest easiest way of time teaching ever developed. Color system and full numeral minute dial does it. Chrome plated case. Taxable
Retail $7.95

7331W570—Roy Rogers wrist watch "King of the Cowboys" autographed picture and horse Trigger on dial. Lustrous chrome plated case. A real western winner. Taxable
Retail $7 95

7332W570—Huckleberry Hound wrist watch. Features full color picture of Huckleberry Hound on dial. Chrome plated case. Taxable.
Retail $7.95

7333W570 Quick-Draw McGraw wrist watch. A full color picture of action packed Quick Draw McGraw on dial. Lustrous plated chrome case. Taxable.
Retail $7.95

See Page 151 for Additional Selection of Children's Watches

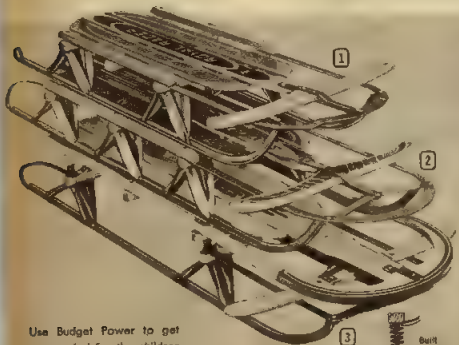
bobster with steering wheel . . . fastest sled on the hill

52-in. size **11.65** 64-in. size **14.88**

Combination sled and bobsled has fast action steering wheel gives more control for those fast downhill runs' Rear of sled is lower than front—goes faster, rides easier Grooved T shaped runners are closed at ends for safety 5 ply veneer hardwood deck varnished for maximum weather resistance Fri or exp

W36 J 3296 52 in., 6 knees (16 lbs) 11.65
M36 J 3297 64 in., 8 knees (20 lbs) 14.88

BE PREPARED! SNOWY WEATHER AHEAD



Use Budget Power to get a new sled for the children . . it's the easy way to buy!

Built in shocks

1 GOOD. "ROYAL RACER" Sled Lots of sledding fun at a low cost! Grooved T shaped runners, safety curled ends Sturdy hardwood deck in Red and Black enamel coated with varnish Red baked enamel finish on all metal parts Mail

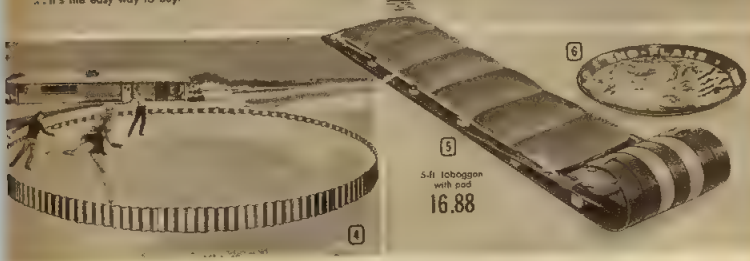
Z36 J 329. 40 in. long; 4 knees (8 lbs) 3.77
W36 J 3292 45 in. long, 4 knees (11 lbs.) . 4.77
W36 J 3293 54 in. long; 6 knees (14 lbs.) . 5.77

2 BETTER "SILVER STREAK" Sled Priced low for Christmas giving Gives fast flexible sledding— Y steering for easy turning High carbon steel continuous runners—closed at rear for safety Heavy gauge steel knees Varnished hardwood, silver enameled metal parts Mail

Z36 J 3287 40 in. long, 4 knees (10 lbs) 4.77
W36 J 3288 46-in. long, 4 knees (11 lbs) 5.77
W36 J 3289 52 in .ong 6 knees (13 lbs) 6.77
W36 J 3290 58-in. long, 6 knees (14 lbs) . . 7.77
W36 J 3294 64 in long, 8 knees. (15 lbs.) 8.77

3 BEST. "FLEETWING FLASH." Watch your youngster's eyes light up when he finds this sled under the tree! Designed for easy steering—sharp quick turning ability faster sledding too! Coil shock absorbers for superb belly flopping Flexible safety closed runners metal reinforced front Varnished hardwood Mail ace

W36 J 3285 47 in. long, 4 knees (16 lbs.) 10.88
W36 J 3286 51 in long, 4 knees. (17 lbs.). 11.88
W36 J 3283 60 in. long, 6 knees (19 lbs) 13.88



5-ft toboggan with pad **16.88**

4 BACKYARD SKATING RINK for skating fun right at home! Strong aluminum frame with rolled edges, polyethylene plastic liner—heavy gauge (2 mi) on 20 and 24 ft sizes extra heavy (4 mil) on 28 ft size Plastic clips to attach liner 6 in deep Instructions incl Mail

Catalog Number	Diameter	Shpg wt	Price
Z36 J 3270	20 feet	13 lbs.	$11.88
Z36 J 3271	24 feet	17 lbs.	14.88
Z36 J 3272	28 feet	20 lbs.	24.88

5 DELUXE TOBOGGAN WITH PAD Made by famous Withington Only finest select Maine hardwood used. 9 strips give full 17-in width, heavier outside strips form runners Natural varnish finished, with countersunk screws Water repellent vinyl pad with wool nap fill, tie tapes Shipped freight or express

M36 J 3273 5 ft long seats 4 (19 lbs) 16.88
M36 J 3274. 6-ft. long seats 5 (23 lbs) 20.88
M36 J 3275. 8-ft. long— seats 6 (28 lbs) 25.88

6 SNO FLAKE DISC , fun for kids of all ages! An exciting way to go sledding you steer by shifting your weight. Needs far less snow than ordinary sleds.

Made of heavy gauge steel; 27-in. diameter Red, with plastic handles Matiable

W36 J 3299 (10 lbs) . 3.77

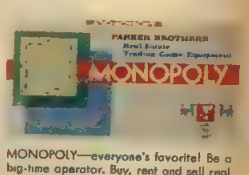
DINER'S CLUB—challenging credit game for 2 to 4 players. Build your credit rating by using capital to own car, home and bank account. Once you earn Diner's Club card, you invest your money and watch it increase! Shpg. wt. 2 lbs. 14 oz.
35 J 3458. . . . . .3.88

MISS POPULARITY GAME features every girl's favorite gadget—the telephone! 2-4 players dial a date, go on a picnic, win a new forme, gown, dent a fender, etc. . . winner becomes Miss Popularity. Plastic phone, trophy cup, accessories.
35 J 3470. (3 lbs.) 4.44

VIDEO VILLAGE. Walk the "magic mile" as it's played on TV. With dice cage, jail bridge, shops, "take a chance" racks on 18x13-in. board; chance cards, prize cards and play money. For two contestants, plus banker mayor and town councilor.
35 J 3352. (2 lbs.) 2.37

YOUR FIRST IMPRESSION—an exciting educational game for the whole family!
Identify historically famous people by elimination process. Includes 6 reels (24 pictures), plastic revolving picture selector, question and-answer cards.
35 J 3380 (3 lbs.) 2.87

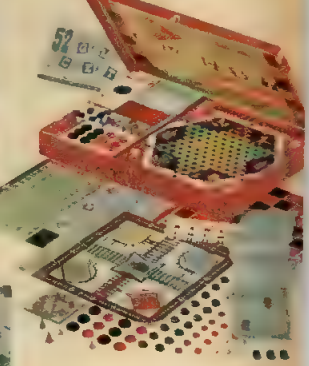
SEVEN KEYS . . . the exciting guessing game played exactly as it is on TV
Each player answers questions in the category of his choice. Upon completing a cycle contestant uses keys to try to open different prize chests.
35 J 3459 (2 lbs. 4 oz.) 2.94



MONOPOLY—everyone's favorite! Be a big-time operator. Buy, rent and sell real estate; run railroads, public utilities.
DELUXE. Plastic houses, hotels. Wood pieces, dice, 18x19-in. board.
35 J 3320. (3 lbs. 10 oz.) 4.57
SUPER MONOPOLY. Double money supply, heavier playing board, metal pieces, molded plastic accessory tray
35 J 3317. (3 lbs. 14 oz.) 5.47

THE BARBIE GAME by Mattel. All girls will love it! 2-4 players follow Barbie through her gay teenage life . . . winner is elected "Queen of the Prom"! 18x18 in board, dice, cards, play money.
35 J 3301. (2 lbs. 4 oz.) . . .2.87

TALK TO CECIL by Mattel. 2 to 4 youngsters advance Beany markers on Cecil-shaped puzzle track, hold and talk to clue-giving, talking Cecil puppet. Track can be assembled differently each time!
35 J 3497. (2 lbs. 4 oz.) 4.89



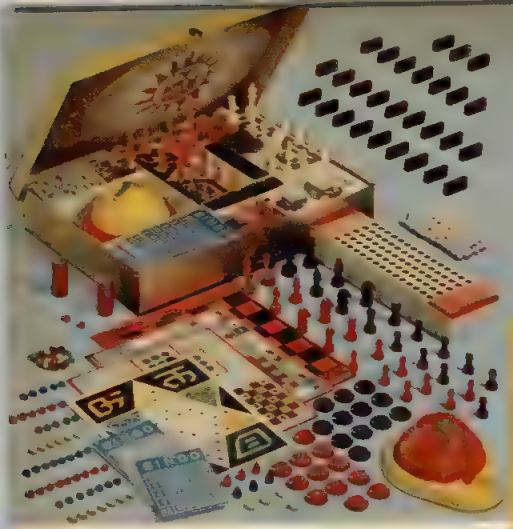
DR. KILDARE GAME. 2-4 players move through "hospital wards" with their diagnosis chart, and decode patient's illness with the medical analyzer wheel. First doctor to diagnose his case wins.
35 J 3464. (2 lbs. 2 oz.) 1.67

BEN CASEY HOSPITAL GAME—participate in all the exciting, tense adventures of the famous TV neuro-surgeon! Playing cards, plastic dice, instructions incl. 17x17 in. board. For 2-4 players.
R36 J 3467 Available (3 lbs.) 1.67

52-game set only 2.37

New games, old favorites . . . there's something here for everybody. Bingo, checkers, Chinese checkers, pa-chee-si . . . and 48 others. Large 18x18x3 in. fiberboard carrying case has a sturdy metal handle with snap lock. All playing pieces, boards accessories and instructions are included.
35 J 3311 (4 lbs.) . . . . . *52-game set* 2.37

See Page 243 for Budget Power—buy all your needs at Spiegel



deluxe treasure chest of 68 games!

only 3.97

All the old favorites, plus many exciting new games! Includes automatic bingo set, embossed wood dominos, Chinese checkers, regular checkers . . . and many more! 20x13x3 in. fiberboard carrying case with sturdy metal handle, snap lock. All playing pieces, playing boards, accessories and instructions incl. Marbelle R36 J 3396. (6 lbs.) . . . 68-Game Set 3.97

76-GAME CHEST, as above, plus accessories for 8 additional games. Marbelle. R36 J 3452 (9 lbs.) . . . 76 Game Set 6.97

OLD FAVORITES

NEW GAMES

FUN FOR EVERYONE

CONCENTRATION the popular TV game! Cut out numbers to match hidden items and work out the picture word puzzles. Over 60 puzzles on plastic changer. Includes 30 prize cards, play money. For 2 to 5 players. 7x10 in. board
35 J 3385 (2 lbs. 6 oz.) 2.97

GAME OF LIFE. Turn the ivory plastic wheel of fate and start on the road of life. Pegs register both skill and luck as two to eight players determine their future - as minion careers or in the poorhouse. Large 24x19½ in. playing board. Marbelle
R36 J 3367 (3 lbs.) 4.37

JAN MURRAY CHARGE ACCOUNT GAME. Fun! Learning words with letters selected at random. Any number can play. High scorer runs up his charge account, wins prize. Includes cards, charge account, reporters, selector drum, word pad.
35 J 3365 (2 lbs. 7 oz.) 2.97

STRATEGO. the new game of strategy! Capture opponent's flag by secret moves using different ranking military pieces. Miners to dismantle bombs! Scouts spy. 10x10-in. board. For 2 players.
35 J 3473 (2 lbs. 6 oz.) 3.97

SQUARE MILE. exciting real estate and development game. 2 to 4 players compete to increase their assets as they develop the community by buying, selling and building. 23½x18.9 in. board
35 J 3474 (4 lbs. 6 oz.) 4.97

SUMMIT. Fascinating new game of strategy for 3-6 players. Use each major power. Combines chance, military power, economic pressure, popular support and control of Summit Conference. (4 lbs.)
35 J 3379 (19½x14 in.) board 4.97

Use Budget Power for a brighter Christmas on the same old income

GAME OF THE STATES . . . a speculative game for shrewd traders . . . and it's a fun way to learn national geography! Buy and sell products all over the country. Includes cards, trucks, product discs and play money. For 2 to 4 players.
35 J 3476. (2 lbs. 4 oz.) 2.66

SCRABBLE—test and improve your vocabulary while having fun! 2-4 players form interlocking words, score points for letters used—highest score wins. Incl. 100 wood letter tiles, 4 racks, 14x14 in. board.
35 J 3323. (1 lb. 11 oz.) 2.54

JUNIOR SCRABBLE . . . simplified version for 6-to-12-year-olds. Has 2-sided board; pictures on one side teach word recognition, advanced players form words on other side. Instructions. 2 to 4 players
35 J 3336. (2 lbs. 6 oz.)..... .....1.94

HIPPOPOTAMUS by Remco . . . the exciting new electrical puzzle game. First child to assemble and corral 4 hippos wins. Includes 8 plastic hippos, 2 cords and special instruction cards. Requires 2 "C" cell batteries (sold pg. 324.)
35 J 3383. (5 lbs. 8 oz.).....3.66

OUIJA BOARD . . . the mysterious game that reveals the future (?) . . . but how does it work? Place fingers on plastic pointer and ask questions . . . pointer seems to spell out the answers. 18x22-inch sturdy Masonite board. Mailable.
#36 J 3398. (5 lbs.) 3.77

FAMOUS GAMES

CHECK OUR LOW PRICES

PASSWORD . . . newest version of the popular TV word game! Guess the correct password from your partner's clue. Includes a supply of word cards, two leather-like card holders and scoring dial. For 4 players. (1 lb.)
35 J 3475.....1.67

THE FLINTSTONES . . . the card game that rocked "Bedrock!" Two to four players trade and match cards . . . the first player to get rid of all his cards wins. 17-in. square board, 50 cards, four scoring markers, "stonage" scoreboard, instructions.
35 J 3307. (2 lbs.)..... ..1.77

NOAH'S ARK . . . an ideal game for pre-schoolers! Spin the picture-spinner and win an animal to put in the ark. When you get a set of ten animals in the ark, you're the winner! Includes 19x8-inch ark, forty cardboard animals; spinner. (1 lb. 10 oz.)
35 J 3484. 2 to 4 players... .....1.44

TICKLE BEE MAGNETIC MAZE. Guide the "Tickle Bee" through the tricky maze with the magnetic tickler. If you touch him, you get "stung" and lose your turn. First player to get to the hive wins. Plastic; 12x5 inches. Any number can play.
35 J 3372. (12 oz.)..... .... . . 1.39

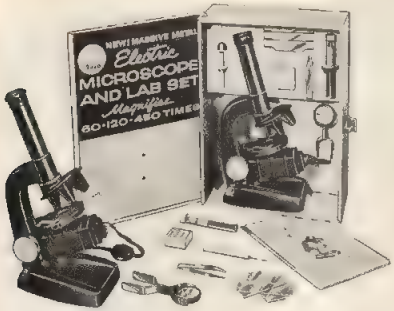
FLINTSTONE CHECKERS . . . everyone's favorite game in big "Bedrock" size! Pit Barney Rubble against Fred Flintstone . . . 3-in. diameter checkers made of polyethylene plastic bear their pictures. Giant 26x26-in. red and black plastic playing sheet. (1 lb. 14 oz.)
35 J 3304 .....1.77

DICK TRACY . . . has all the mystery and excitement of the famous comic strip! Two to five players try to find the stolen goods . . . the one to recover the most loot wins. Includes 19x19-inch board, four detectives, one villain and twenty-eight stolen goods cards.
35 J 3478. (2 lbs. 8 oz.) .2.66

COOTIE . . . a fun filled game for the whole family. Roll the dice for instructions to assemble parts of the cootie—the head, eyes, legs, etc. Two to four players have a hilarious time competing to see who can assemble a whole cootie first! Hi-impact plastic parts.
35 J 3308. (1 lb.).... ..1.39

LAUREL AND HARDY game wonderful fun for two to four players! The players ("Laurel and Hardy") "baby sit" with 2 trained monkeys and try to complete five hilariously tricky steps in order to put them to bed. Incl punch out pieces, cards, markers, instructions.
35 J 3465 (2 lbs 4 oz)..1.66

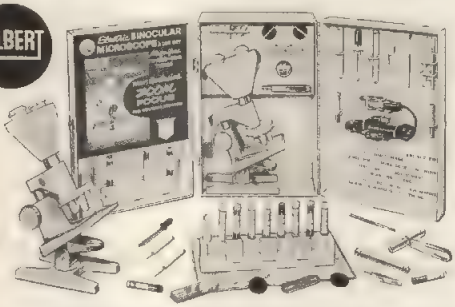
See Page 243 for Budget Power—buy all your needs at Spiegel



ELECTRIC MICROSCOPE AND LAB SET. Plug-in electric lighting brings out every detail. New, improved optics. Smooth, precise focusing. 3-objective revolving turret magnifies to 60, 120, and 450 times actual size. Incl apparatus for experiments. 8¾" x 11⅝" x 3½" Metal cabinet.
22K17278 [647] Wt. 4 lbs. 5 ozs. . . . . Retail **$9.98**

'STUDENT' MICROSCOPE LAB. Fine quality microscope magnifies up to 450 times actual size Kit includes "real shrimp eggs," slides, lab accessories and experiment manual in bright-colored lithographed metal lab cabinet. Famous Skil-Craft "World of Science" toy approved by educator review board.
22K17318 [547] Wt. 4 lbs. . . . . Retail **$8.00**

GILBERT



ELECTRIC 'ZOOM' MICROSCOPE AND LAB SET. Zooms in for small specimen viewing; zooms away for large. Gear-driven finger-tip focusing. Microscope tilts 90°, rotates 180°, magnifies to 75, 250, or 500 times actual size. Electric lighting for sharper view. Group Viewer attachment. Metal cabinet 9½" x 13¾" x 3½".
22K17288 [997] Wt. 5 lbs. 11 ozs. . . . . Retail **$14.98**

ELECTRIC 'ZOOM' BINOCULAR MICROSCOPE AND LAB SET. New! Spectacular! Dual-lens binocular eyepiece tilts to 90°. Special swing-around design. Zooms in to view tiny slide specimens, zooms away to magnify detail of plants, minerals. Electric plug-in illuminator w/on-off switch. Steel cabinet. 9¼" x 13¾" x 6½".
22K1729BL [1597] Wt. 7 lbs. 11 ozs. . . . Retail **$24.98**

GILBERT

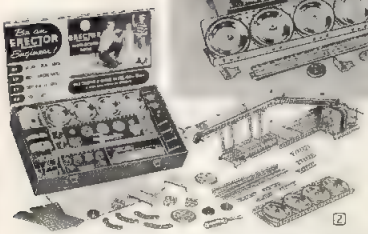
Safety Tested
GILBERT HALL OF SCIENCE

DELUXE GILBERT 80-POWER ASTRONOMER'S TELESCOPE. Brings you exciting close-ups of the Moon and its craters, Mars, Jupiter, constellations. Sun Viewer attachment lets you watch the sun safely. Die-cast steel tripod swivels 360°, locks in position. Simulated leather zipper case. 27¾" long, 9" wide, 3½" deep.
22K12428L [1297] Wt. 10 lbs. 14 ozs. . . . . Retail **$19.98**

GILBERT 60-POWER SPOTTING TELESCOPE. View distant ships, spot targets, watch birds and animals from far away. Spots satellites, aircraft too. Steel tripod, 360° swivel mount. Refracting professional type lenses produce erect, direct image. For ages 10 and up. Gift carton 31" long, 9½" wide, 4" deep.
22K1730P [847] Wt. 7 lbs. . . . . Retail **$12.98**

GILBERT

Safety Tested
GILBERT HALL OF SCIENCE



FAMOUS A. C. GILBERT EDUCATIONAL TOYS

[1] **FERRIS WHEEL SET.** Giant size models can be built. Huge quantity of Erector parts included in big steel chest. Electric motor with forward and reverse plus power take-offs activate Satellite Tracker, Ferris Wheel, Launchers, Robots, Hoists. Over600 parts, instructional manual

22K1236P [2297] Wt. 18 lbs. .....Retail **$34.98**

[2] **AUTOMATIC CONVEYOR SET.** Can build motorized Conveyor Belt, Rocket Launcher, Jet Aircraft, Rocket Servicing Towers and hundreds more. Includes electric motor with forward and reverse, power take-offs and other features. Steel chest for storage. Complete with illustrated instruction book

22K1235P [1647] Wt. 11 lbs. .....Retail **$24.98**

[3] **EREC-TRONIC ELECTRON TUBE KIT.** Makes 15 different radio receivers, broadcast stations and other circuits. Giant Broadcast Station goes together in 10-15 minutes . . . transmits voice or music. Can build 2 crystal radios, 2 triode tube radios, short wave radio, code transmitter and others.

22K1238B [1647] Wt 4 lbs. . . . . .Retail **$24.98**

[4] **ROCKET LAUNCHER SET.** Giant launcher track raises, radar scans the sky. Countdown over, button is pressed . . . WHAM . . . another rocket streaks off the launching track into "space". Thrilling, fascinating . . . only one of hundreds that can be built. All-steel parts, electric motor with forward, reverse, power-take-off.

22K413B [1247] Wt. 9 lbs. 8 oz. .....Retail **$18.98**

[5] **EREC-TRONIC TRANSISTOR KIT.** Put together 9 different radio sets and other circuits in just minutes. No solder, tools or special skills needed. Build Broadcasting Station, many Receivers, Code Practice set and others. Many parts and components, templates, pegboard, Jeffy-Clips, instructions included.

22K897B [997] Wt. 2 lbs. 8 oz. .....Retail **$14.98**

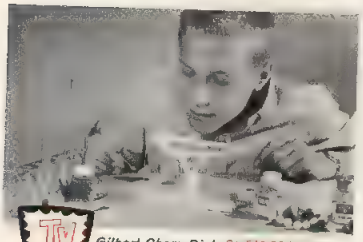
[6] **AUTOMATIC RADAR SCANNER SET.** Battery-operated electric motor provides action for Automatic Radar Scanner, Airplane Ride, self-propelled Truck and many others. Set includes over 275 girders, gears, wheels and other parts in big steel chest. Enough to build hundreds of models without duplication.

22K412B [727] Wt. 6 lbs. . . . . Retail **$10.98**

HEAVILY TV'd IN THE TOP 60 MARKETS!

Gilbert "Man in Space" ERECTOR sets

Gilbert ZOOM MICROSCOPE sets



Gilbert Chem-Dial CHEMISTRY sets

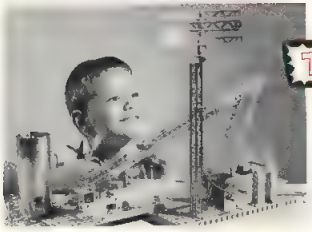
American Flyer "Which-Lane?" CHICANE race set

American Flyer "Championship" AIRPLANES

THE A. C. GILBERT COMPANY

Erector Square • New Haven, Connecticut

HEAVILY TV'd IN THE TOP 60 MARKETS!



Gilbert "Man in Space" *ERECTOR* sets

Gilbert *ZOOM MICROSCOPE* sets

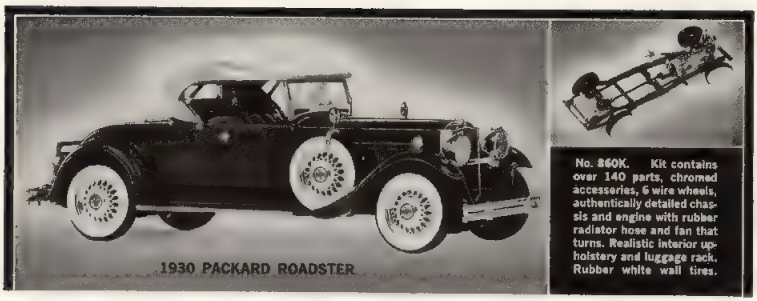
Gilbert Chem-Dial *CHEMISTRY* sets

American Flyer "Which-Lane ?" *CHICANE* race set

American Flyer "Championship" *AIRPLANES*

THE A. C. GILBERT COMPANY

Erector Square • New Haven, Connecticut


1930 PACKARD ROADSTER
No. 860K. Kit contains over 140 parts, chromed accessories, 6 wire wheels, authentically detailed chassis and engine with rubber radiator hose and fan that turns. Realistic interior upholstery and luggage rack. Rubber white wall tires.

TWO NEW CLASSIC METAL CAR KITS

INCREASE YOUR PROFITS!

Appeal to all Ages

Handsome, exact scale models with all the classic features of these two famous old cars faithfully reproduced. Cast in durable metal for perfect fit and easy screwdriver assembly. The completed models actually steer, rumble seats open, hoods lift off, tires are removable. Finished with standard brush or spray paints.

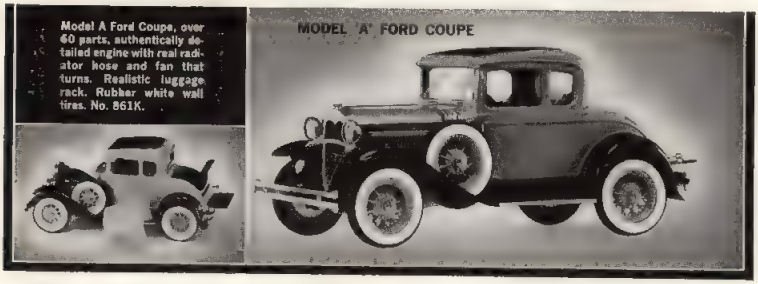
Order your stock NOW to cash in on the scheduled National Advertising* and be sure to display built-up models which you can have with each original order of 6 or more.

The Hubley Manufacturing Co., Lancaster, Pa.

DISPLAY ALL EIGHT Hubley® METAL CLASSIC KITS

Packards. Phaeton, Roadster Model 'A' Fords Station Wagon, Town Sedan, Roadster; Phaeton, Coupe, Pickup Truck.

* Big ads in BOYS' LIFE, MECHANIX ILLUSTRATED, SPORTS ILLUSTRATED AND ANTIQUE AUTOMOBILE are scheduled and they'll MOVE KITS FOR YOU!


Model A Ford Coupe, over 60 parts, authentically detailed engine with real radiator hose and fan that turns. Realistic luggage rack. Rubber white wall tires. No. 861K.
MODEL 'A' FORD COUPE

SELL POOL MAINTENANCE KITS FOR VOLUME SALES!

- THE NATION'S LARGEST SWIMMING POOL RETAILERS SELL POOLS WITH COMPLETE
- MAINTENANCE KITS—*AT ONE TOTAL RETAIL PRICE.*
- TRY IT THIS SUMMER AND ENJOY AN UNBELIEVABLE SALES INCREASE!

No. 131B—Pool Cleaning Kit—For smaller pools up to 12' diameter. Each Kit bubble packed for visual display selling. Consists of Pool Vacuum Cleaner, Floating Chlorine Dispenser, Hand Skimmer for cleaning pool surface.
Retails about **$9.95**

No. 113—Pool Maintenance Kit—For pools up to 15' diameter 36" deep. Contains all necessary cleaning equipment to keep pools clean and sanitary. Consists of foolproof Cartridge Filter with ¼ HP motor, Pool Vacuum Cleaner, Hand Skimmer, Water Test Kit, Chlorine Dispenser, 1# Chlorine.
Retails about **$79.95**

No. 116—Pool Maintenance Kit—For pools up to 18' diameter by 48" deep. Consists of deluxe diatomaceous earth Skim Filter with 1/3 HP motor, Pool Vacuum Cleaner, Water Test Kit, Floating Chlorine Dispenser, 5# Diatomaceous Earth, 1# Chlorine.
Retails about **$99.95**

No. 122—Pool Maintenance Kit—For pools up to 24' diameter by 48" deep. Consists of Deluxe Cartridge Filter with ½ HP motor, Pool Vacuum Cleaner with 12' handle, automatic Surface Skimmer, Deluxe Water Test Kit, Floating Chlorine Dispenser, 3¾# Can Chlorine.
Retails about **$169.95**

Write for our catalog today.

See us at our permanent showroom

Room 401 — 1107 Broadway, N.Y.C.

HOME POOL EQUIPMENT INC.
THE MARK OF QUALITY

General Offices and Factory
1815 North Potrero Avenue
El Monte, California

Warehouse Facilities
New York, Chicago, Los Angeles

attention
all toy fair buyers . . .

follow the crowd to
room 821
hotel new yorker

and see our new complete lines of:

- PARTY FAVORS.
- HALLOWEEN PUMPKINS, HATS, FAVORS
- PRE SCHOOL TOYS.
- MUSICAL TOYS, BONGO DRUMS, MARACAS
- INDOOR-OUTDOOR JUNIOR ATHLETIC TOYS.

Permanent New York Showroom 200 5th Ave. Room 205

BEST PLASTICS CORP. 945 39th St. Brooklyn 19, N. Y.

Doughboy making in-ground pools

An excitingly different concept in family swimming pools is being introduced this season by the Plastics Division of Doughboy Industries under the name of "The Royal Riviera."

With steel sidewalls and built as strong as a bridge, the pool requires much less excavation when placed in the ground and eliminates the need and cost of additional bracing, cement forms and other supports. It is a completely different kind of pool which can be installed in the ground, above the ground, in a terrace or partially elevated to fit into a specific landscaping plan, Doughboy spokesmen pointed out. The pools come in three sizes and prices are approximately $1,395, $1,450 and $1,695. The pools will be handled by franchised dealers.

Doughboy disclosed that it is also introducing another series of swimming pools, "The Aqualine," this season. The company will still feature its famed "Silver Line" and "Sunline" family pools, and with the "Aqualine" and "The Royal Riviera," the company will have the biggest and most complete line of pools in Doughboy's history.

There will be a complete presentation of the four lines of pools, and of all other products, for the trade during the Toy Fair. This will be done at Doughboy's new eastern region sales offices and showrooms, room 401, 1107 Broadway.

The third and newest group of pools, "The Aqualine," is constructed with a frame of inter-locking, heavy-gauge tubular steel. The circular sidewall is made of galvanized steel and liners are of heavy duty vinyl. There is a complete line of accessories, including filters, to go with all of the swimming pools and these will also be shown during the Toy Fair at Doughboy's Broadway headquarters. In addition to its lines of swimming pools, Doughboy has a complete line of splasher pools, inflatable plastic wading pools, rigid frame wading pools, and inflatable plastic toys.

To push its line throughout the country, Doughboy is launching a nationwide campaign involving the use of Sunday magazines and rotogravure sections, television, and newspapers. The company's planned advertising will reach 15 major markets across the country with a total of 10,000,000 homes.

Pennant, Craig-Panorama to Grey

Pennant Electronic Corp. of Beverly Hills, Calif., with factories in Lowell, Mass. and Brooklyn, and Craig-Panorama Co. of Los Angeles, have appointed Milt Grey Associates their national sales and marketing representatives.

Pennant manufacturers a line of low-priced amplified phonographs in the $19.95-$89.95 retail price range. The new line, to be introduced at Toy Fair, features the first low-priced "Sing-Along" phonograph. This four-speed phonograph is equipped with a microphone enabling the user to sing along with the record.

The firm also manufactures a line of power packs for HO gauge trains and road racing sets.

Craig-Panorama produces a line of transistorized electronic products featuring a 4-transistor battery-powered portable tape recorder and a 6-transistor and 2-transistor radio.

Milt Grey Associates, Inc., has 21 salesmen and headquarters staff in Beverly Hills. The firm provides design, packaging, marketing, promotional and public relations service in addition to national sales, Milt Grey stated.

AMF leases center in new Madison Square Garden

American Machine & Foundry Company plans to lease twelve floors comprising 29,000 square feet as its new executive world headquarters in the 30-story office building to be erected on the Thirty-first street and Seventh avenue corner of the property.

The Royal Riviera is a completely different kind of pool. It has steel sidewalls which make it strong as a bridge when it is assembled. When placed in the ground, the pool eliminates costly construction charges and the need for additional bracing and supports. It can also be installed above the ground, in a terrace or partially elevated. This model is 24' x 32' and has a capacity of 18 500. It will retail for about $1,695 with filter and completely installed.

Roy Rogers Enterprises, a division of Roy Rogers Frontiers, Inc., has appointed the Tag and Label Division, Rothchild Printing Company, Inc., 52 East 19th st., New York, as official supplier of tags and labels to their franchise holders, according to Sam Cylinder vice president & general manager of Roy Rogers Enterprises.

In addition to this office building, the Center will include the new Madison Square Garden on the western portion of the nine acre site and a 30-story combination office building and hotel on the Thirty-third street and Seventh avenue corner.

The new office building to be occupied by AMF will be known as the AMF Tower, and the main floor will be utilized by the company to display, demonstrate and market its line of products. This space will also be used to promote customer products produced on AMF equipment.

The AMF Tower will be connected by a pedestrian bridge with a 60-lane bowling center located on the second floor of the new Madison Square Garden. This center will be equipped with AMF Pinspotters and Magic Triangle bowling equipment.

AMF plans to lease the first floor of the AMF Tower and eleven floors from the sixteenth through the twenty-sixth. This represents 229,000 of the building's 572,000 square feet of rentable space. Occupancy is scheduled for August 1, 1964.

Fun, Incorporated appoints agency

The Biddle Co., Chicago, has been retained by Fun, Inc., of that city to handle advertising for the firm's lines of tricks, puzzles and joke novelties.

According to Jules S. Traub, president of Fun, Inc., first year's billing for the account will be about $300,000; Morton Small will be account executive. Traub also said, "Through Biddle's thorough knowledge of the franchising industry we plan to develop a new form of nationwide distribution through independent franchisees."

Missing, but not forgotten

When reading the advertisements in this issue for the Henry Katz National Sales Organization, please make a mental note to include the Walter Kraemer Company among the manufacturers it represents. This listing was inadvertently omitted.

- DESIGNED FOR GREATER ACCEPTANCE
- BUILT FOR GREATER SALES
- PRICED FOR GREATER PROFITS

really new for '63!

Kroydon®

GOLF CLUBS

- *New* Custom Fitted Clubs
- *New* Quality Features
- *New* Models
- *New* Packaging

This is only a very small part of our completely new golf club line for 1963. Kroydon, with the most popular golf clubs ever offered, has a model or packaged set to fit every golfer's need. From new custom-fitted clubs for experts to beginners packaged sets, utility clubs and putters, you'll agree that Kroydon for '63 has quality, design and character—at a price that'll please the most budget-conscious. You owe it to yourself to see *everything* that's new in the Kroydon club line before you buy. You'll profit from years of knowledge and experience—the manufacture of quality golf equipment is our only business.

Sportsman® GOLF ACCESSORIES

A colorful new line including golf bags, gloves, head covers, umbrellas, golf carts and balls and tees, as well as fine golf jackets. Write for your new catalog now!

SPORTSMAN'S GOLF CORPORATION

2020 Indian Boundry Drive Melrose Park, Illinois

West Coast Warehouse—Bristol Golf Sales, Inc.
333 Heavquist Place
City of Industry (L.A.), Calif.

East Coast Warehouse
150-33 14th Road
White Stone 57, N. Y

(For More Information Circle No. 54 on Page 183)

Twist, glide, slide, turn, shoot magnetic puck for goal! Hour after hour of exciting, real-life play! Score! Light goes on, change overhead scoring device, players move into the penalty boxes. **Two-sided arena** for that "you are there" feeling—where the crowd yells—where there's life and fun! **GOTHAM** Pressed Steel Corporation Factory and General Offices, Wales Ave., corner E. 144 St., Bronx 54, New York, MElrose 5-3855, Toy Division Showroom 200 Fifth Avenue, Room 214.

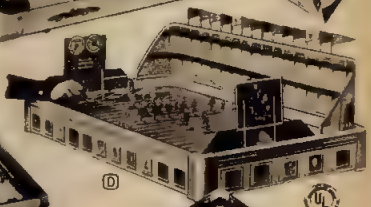
Write for free catalog in color.

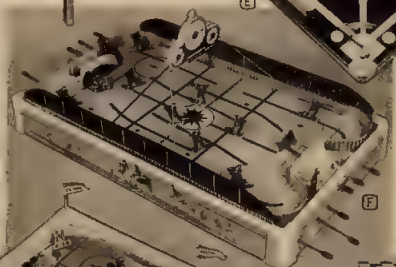
GOTHAM'S got it!

"PRO-ACTION" SPORTS GAMES

—and it's new!

ELECTRIC "SLIDE-ACTION" HOCKEY





(A) GOTHAM ELECTRIC FOOTBALL GAME. Vibrating action game—players actually run thru the line with a magnetic football, pass, kick, block and tackle on the electrically vibrating field. Game has a green masonite playing surface, wood-grain steel and plastic frame and two full teams of plastic football players. 6 lbs. 28" long. UL App'd.
17977X465 For 110 volt AC. . . . . **Retail $6.95**

(B) GOTHAM ELECTRIC HOT ROD RACE. Vibrating action game—sends cars zig-zagging thru maze of turns—they crash, then get up to run again. Set your own hot-rod speed and watch him go. Has contoured plastic track, steel frame, plus cars and other items. 28" long. 6½ lbs. UL App'd.
17975X665 For 110 volt AC . . **Retail $9.95**

(C) ELECTRIC PIN BALL GAME. For family fun in den or playroom. Bells ring, lights flash as the manually controlled flippers send the ball around. Automatically scores up to 100,000 points. Game has a sturdy wood frame with colorful metal head Glass top. 5 steel balls. 30¾" long, 16¼" wide, 45" high 25 lbs. UL App'd.
17981X1997 For 110 volt AC . **Retail $30.00**

(D) NEW GOTHAM NATIONAL LEAGUE ELECTRIC FOOTBALL GAME. Here's the new, giant-size, official N.F.L. game—has official uniforms in color, official team flags and pennants for the flagpoles of the big grandstand. Vibrating action game—has green masonite playing surface with steel frame, grandstand and scoreboards. Includes 22 plastic players, kicker, magnetic footballs, uniforms, flags, poles, etc. 21x 36" long, 11" high. 18 lbs. UL App'd.
17978X1065* For 110 volt AC . . . . . **Retail $15.95**

(E) GOTHAM ELECTRO-MAGNETIC BASEBALL GAME. You get real big league thrills as the electronic pitcher hurls curves, balls, strikes, fast and slow pitches. Batter hits to any field. Magnetic ball sticks to players, field or fence. Has big 22" square playing field with steel sides and fence, 9 metal players, balls, etc. 8¼ lbs. UL App'd.
17976X665 For 110 volt AC **Retail $9.95**

(F) GOTHAM BIG LEAGUE HOCKEY GAME. Has real slide action. Individual rods control players—they slide, turn, block, pass, goalies move to defend goals. Has 12 steel gear movements under base for 10 players, 2 goalies. Has grandstand, penalty box, magnetic puck, overhead scoreboard with light. 36" long Uses batteries (not included)
17979X1197* 18 lbs. . **Retail $17.95**

GOTHAM PROFESSIONAL BASKETBALL GAME. For all ages. Fast . . . competitive . . . skillful—shoot and pass from all over the court. This big sturdy game will last for years. The 15x28" long court and the 14" high backboards are both made of sturdy all-steel, brightly colored. An ideal year around gift.
17983X665 7½ lbs. . . . . **Retail $9.95**

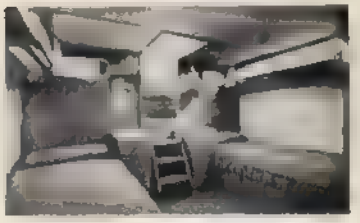
GOTHAM BIG LEAGUE HOCKEY GAME. Has 10 players that whirl, block, pass, and 2 goalies that move to defend their goal. Players and goalies are controlled by individual levers connected to gear movements under the base. Brightly colored masonite rink with steel and plastic frame. 36" long, 18" wide.
17982X865* 13 lbs. . . . . **Retail $12.95**

RACE-A-CAR SPEEDWAY SKILL GAME. Thrilling, exciting, sports car race action For 2-4 players. Each time you get the bounce-a-ball in the hole your car shoots ahead around the track. Flash-o-magic finish—automatically lights light and sounds buzzer. 19¼" long, 11¾" wide. Uses batteries (not incl.).
17980X1197 . . . . . **Retail $12.00**

*Starred items are NOT MAILABLE.

THE *Greenwich* 40′ DCFB

SALON FORWARD The latest in contemporary design . . . spacious and comfortable. Complete with draperies, carpeting, Formica covered table, day bed, screens on sliding windows.



STATEROOM AFT Comfortable and private . . . light and airy. Fully carpeted. Plenty of storage space. Full length mirror on opposite wall.

MODERN GALLEY Compact yet easy to work in. Ample storage space. Electric stove and refrigerator . . . stainless steel sink.

CONSTRUCTION

Meticulous in every detail . . . only the finest marine materials go into the construction of Greenwich yachts to provide lifetime durability. Clean, sleek, elegant lines.

PERFORMANCE

The Greenwich "Modified V" hull provides speed, stability, and a soft entrance into the sea. Easy to maneuver and glide thru the water in maximum safety.

INTERIORS

Every inch of space utilized for your comfort and pleasure. Modern, completely appointed galley. Sleeps six in comfort and privacy. Plush furnishings and carpeting . . . truly a home at sea

GREENWICH DEALERS

BAY BOAT WORKS, INC.
Hance's Point
North East, Maryland
AT 7-8113

MIDWAY MARINA
30137 South River Road
Mount Clemens, Michigan
HO 8-2551

McDONALD BOAT SALES
Beach Avenue & Water Front Blvd.
Island Park, L. I., New York
GE 2-0066

TAYLOR YACHT SALES
P.O. Box 161B, Route #2
Edgewater, Maryland
267-8183

ZELLERS CRUISER SALES CO., INC
3404 E. Washington Street
Route #37
Toms River, New Jersey
CH 4-0617

MASTERS MARINE, INC.
210 W. Chicago Avenue
Chicago 10, Illinois
MI 2-6100

write for brochure

Greenwich YACHT COMPANY
GREENWICH N. J.

CARLTON WARE V... another fine yacht equipped with Maxim marine silencers by its builder, Forest E. Johnson, Miami Beach, Florida.

Experienced builders specify Maxim because they have confidence in the "performance proved" Maxim line of marine silencers. They know that Maxim silencers are safe... that controlling noise is just part of a silencer's job... even more important is safely handling up to 1,500,000 BTU an hour in exhaust heat! (A single 275 horsepower marine engine will produce enough heat to keep eighteen homes comfortable in zero weather)

Before you replace your present silencer or complete your plans on a new yacht or runabout... do as the top builders do... specify a Maxim and know that you have the finest both in safety and noise control.

MAXIM BEAIRD DIVISION
THE J. B BEAIRD COMPANY, INC.
A Subsidiary of American Machine & Foundry Company
Shreveport, Louisiana

Maxim Silencers are sold by all leading shipyards and marinas.

Modern marine finishes that resist old-type removers quickly yield to MARINE PAINTLIFT... Acts with amazing speed. Stays put on uprights. Washes off with water. Non-flammable.

New paint remover

formulated especially for modern marine finishes.

At paint, hardware & marine supply stores.
Write for literature.
WILSON-IMPERIAL CO., 131 Chestnut St., Newark 5, N. J.

Year-round yachting comfort!

SHIP HEATING FOR YACHTS OVER 50 FT.
and **SHIP COOLING**

Hydronics — the science of heating and cooling with fluids, provides the means by which both ship-heating and ship-cooling can be accomplished with maximum efficiency and safety, using identical pipe-lines to circulate both hot water for heating and chilled water for cooling. System is widely recommended by outstanding naval architects.

WAY-WOLFF *write for bulletin* **Associates Inc.**
45-10 Vernon Blvd., Long Island City 1, N. Y.

WAY-WOLFF Shipboard Coolers

SPEED RECORD CONTINUED FROM PAGE 76

will not tend to contribute to instability; second, if one must live with the force, it is foolish not to make it contribute rather than detract from the overall effort; and finally, and most important, a design error aerodynamically in the utilization of a force equal to 20% of the boat's total gross weight cannot be rectified. One does not survive such an error at these speeds.

Once the design configuration was brought to its final stages, test models were built and towing tests begun. Six models were built, and each was modified except one which served as a base, adhering strictly to the original lines. Les has developed a unique system for model testing that can be applied by any budding boat-builder

Model testing normally calls for a dynamically similar model, built with precision and balanced to a very fine requirement. In this case, to achieve usable data for the full size boat at 200 mph, a model of just over one pound weight would have been required in 1/16 scale, and it would have to be towed in a basin at 50 mph. The high cost of doing this necessitated other means of testing.

Les' answer is not meant to compete in accuracy with the pure engineering research approach, but it does yield definitive results. His system is to build one-inch-to-the-foot scale models, one exactly to the design lines and one incorporating the changes to be tested. The two models are then towed astern of a boat with a bridle-type towing rig set low to the water. The model with the greatest drag will then lag astern of the other. The one model, to put it simply serves as a reference for further tests. Specific values of drag are not determined but this system does work well in evaluating the effect of line changes.

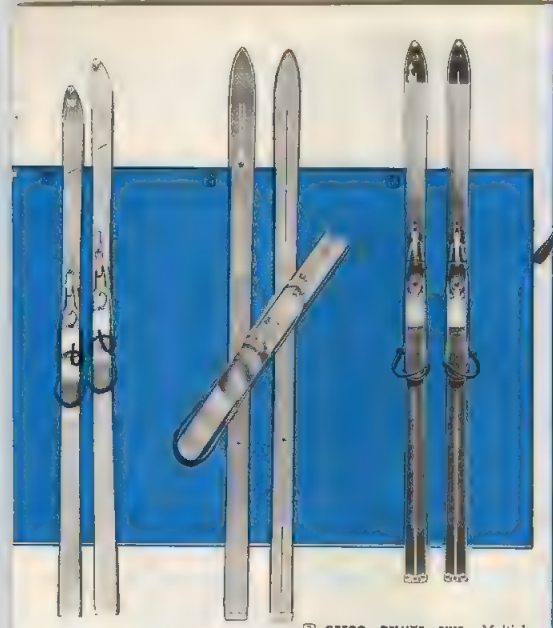
Using this system, over 200 tests were run with six basic models and many alterations. These tow tests were also closely observed for wave patterns, spray emission and wake. Finally, a set of actual building lines were evolved and construction of the boat began in the fall of 1960.

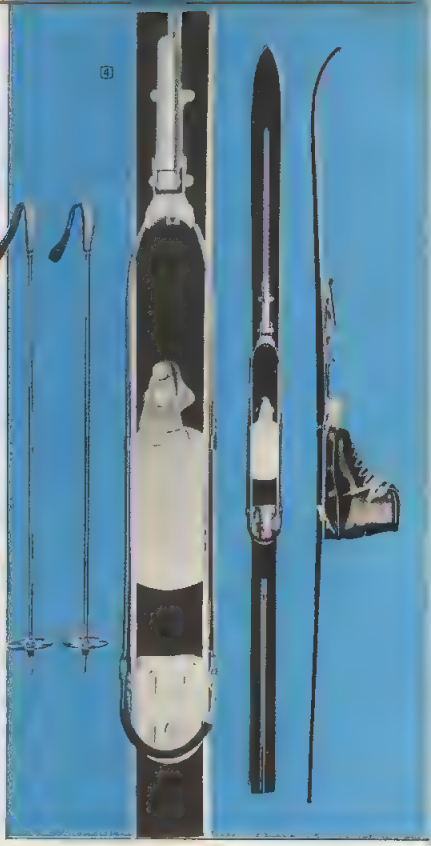
To minimize the financial outlay, only stock catalog items from Alcoa were used. The hull and sponsons were framed with extruded channel and angle stock, using light channel for battens and stringers. The skin is an aluminum sheet, through-bolted with Phillips-head bolts and lock nuts Steering was accomplished with a standard unlimited worm and gear unit operating a push-pull tube aft to a bellcrank, and then another tube to the rudder torque arm. Fuel tanks are spun aluminum and hold 155 gallons, enough for about ten high-speed runs. The engine accessories housing is spun aluminum and the cowling is spun and fabricated.

The Allison J-35-A29 turbojet is mounted on aluminum bearers and relatively unmodified. A standard aircraft automatic fuel system is used, aided by an externally mounted fuel boost pump. The engine drip valve, normally used in planes to dump the quart or so of fuel remaining in the system after engine shutdown, is connected to the oil breather and bearing purge air connection and returned to the compressor intake.

Tests had shown the engine to be prone to flameout with reduced throttle and so the foot throttle is fitted with a link of aluminum bar stock which drops down when the throttle is depressed and prevents the throttle from returning to full shutoff. This bar is manually disengaged in order to shut off the power and stop the engine. Also, the minimum set point rpm provided by the auto fuel system was too low and allowed the engine compressor to surge.

Surge is a phenomenon common to all air compressors and generally occurs at below 20% of the compressor





1 **GREGG "VICTOR" SKIS.** All hickory laminated skis with "Ski-free" cable bindings attached. Blue w/White trim. Lengths: 6'6", 6'9", 7'. Specify length Wt. 13 lbs
79K207LC 3387 ....Retail **$49.95**

2 **TORINO SKIS.** A Tyrolean Alps import! Laminated 22 pc. hickory construction Black finish. Aluminum Aspen bindings attached Lengths: 6'5", 6'7". 6'9". Wt. 12 lbs.
79K1031LC 3997 . Retail **$59.95**

3 **GREGG DELUXE SKIS.** Multiple laminated, all-hickory skis. Plastic finish in beautiful two-tone design. Super Deluxe Ski Free bindings attached. Lengths: 6'6", 6'9", 7'. Specify desired length Wt. 15 lbs.
79K205LC 4997 ....Retail **$74.95**

4 **TYROL SKIS W/BINDINGS, SHOES AND POLES SET.** 4-pc. laminated skis w/Black plastic finish. Lengths: 6'1", 6'3", 6'7", 6'9" or 7'1". Specify exact dress shoe size when ordering. Aluminum poles in sizes 41" or 59". Wt. 25 lbs.*
79K1330F 5997 . . .Retail **$95.00**

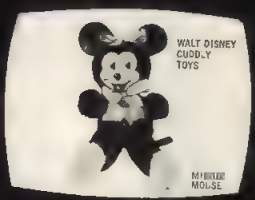
CAMPBELL'S JUNIOR SKI SET. Top quality imported hardwood skis with special toe and heel plate. Bindings with clamp-type toe piece, leather backstrap. Bamboo poles with bamboo baskets. Skis are Red with White trim. 5'6" length
79K1672LC 1147 Wt. 10 lbs. Ret. **$16.95**

JUNIOR SKI SET. Styled after professional skis in every respect. Selected Maine hardwood Alpine Blue w/colorful decals. Binding has forward spring action. Bindings included but not mounted. Hardwood poles Plastic handle grips. 5½' length
79K191B 1497 Wt. 6 lbs. .Ret **$22.50**

CORTINO SKI BOOT. Men's or ladies' double boot style. One-piece chrome tanned top grain outer boot. Fully lined Inner boots, speed-laced, foam padded. Black with White laces and trim Full and half sizes. Give shoe size Specify Men's or Ladies'.
79K1329F 2993 Wt 6½ lbs. *Ret **$45.00**

Merchandise shipped from factory, Oak Park, Michigan. You pay shipping charges when delivered.

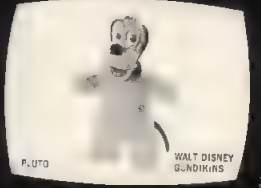
it's a Gunderama of PROFITS!



Mickey Mouse CLUB

every TV screen will be a dynamic selling force for the Gunderful line of Walt Disney toys

STUFFED TOYS • MUSICAL TOYS • HAND PUPPETS
MARIONETTES • SOFT DOLLS • ROLL 'N RIDE ANIMALS



the fabulous MICKEY MOUSE CLUB TV SHOW has a potential nation-wide audience of over 30,000,000 children.

The toy field has never forgotten the big Mickey Mouse Club selling job. And now, with 30,000,000 children born since the Club made its fantastic debut, the stores are looking forward to a sensational 'dollar-volume,' 'full-profit' producing repeat performance with exciting Gund toys to back up the demand.

Get ready for the sales deluge! Send your order today for Gund's wide range of Walt Disney Character Toys. The kids will make your store their GUNDERAMA buying headquarters.

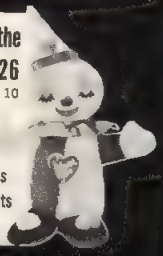
Write for our latest catalog 'D'

Gund Manufacturing Co.
J. Sweet, Inc.

For BONUS PROFITS visit us during the FALL TOY FAIR • the GUND Showroom - 226
SEPTEMBER 17 • 18 • 19
200 FIFTH AVE., • NEW YORK 10

You'll see the Gunderama of

NEW Heart-warming Valentine stuffed toys • novelties
NEW Lovable, plush toys for Easter • **NEW** TV Tuffets
NEW Roll 'n Ride Animals • **NEW** Animal Rockers



200 FIFTH AVENUE • ROOM 226 • NEW YORK 10, N. Y.

SHOWROOMS: NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • SEATTLE

© Walt Disney Productions

as usual great...
REMCO TOYS 1962
Remco's fall 1962 TV advertising will continue to maintain the same sales impact that has become synonymous with Remco's dynamic merchandising history. Eighteen different items will be dramatically presented over again on 2 networks, hundreds of local programs and the famous Macy's Thanksgiving Day Parade.
REMCO INDUSTRIES, INC. FACTORY AND SALES: 113 N. 13th STREET, NEWARK, N. J.

See the best known, most loved stuffed toys in the country today . . . see the sparkling array of new, imaginative innovations that will delight the hearts of little girls and boys. See why GUND stands for outstanding values and steady volume sales 52 weeks a year.

Write for our new catalog 'G'

Gund Manufacturing Co.
J. Swedlin, Inc

200 FIFTH AVENUE • NEW YORK 10, N. Y. • ROOM 226

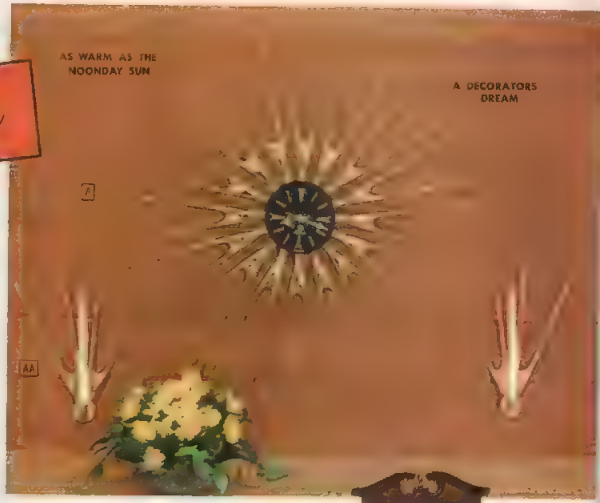
SHOWROOMS: New York • Chicago • San Francisco • Los Angeles • Seattle

© WALT DISNEY PRODUCTIONS
© KING FEATURES SYNDICATE
© HARVEY COMICS

HADDON

Sun Goddess

32 BEAUTIFUL GOLDEN RAYS



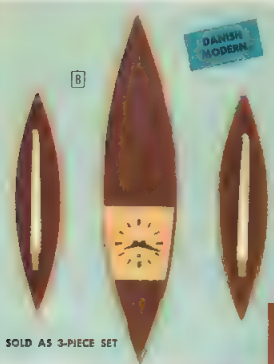
A 36-inch diameter. All metal clock, with contrasting golden time markers and hands on distinctive black dial. The haze is a reflection of the spoke hubs gradusting downward into graceful thin golden rays. Bold yet delicate it will harmonize with any decor, enhance any room Shipping weight 5 pounds.

10K1695P 1797 8 Day — Retail $29.95*
10K1696P 2097 Battery — Retail $34.95*

AA **SUN GODDESS SCONCES** – Diameter 16" x 13" All metal golden plated finish Shipping weight 3 pounds.
10K1697P 822 No Candles — Retail $9.95 Pr.

B **VIKING** – An artistic combination of Walnut finished panels and glistening golden brass plated metal dial and trim, in clean simple Danish design Diameter 30" high x 7" wide Sconces 20" x 5" Sold as set only. Shipping weight 7 pounds.
10K1698P C 1797 8 Day — Retail $29.95†

†Add $1.21 F.E. Tax on clock only



SOLD AS 3-PIECE SET

C **AMERICANA SUPREME**—Colonial Grandfather design in Haddonwood superbly finished in Fruitwood. Authentic multi-colored dial and brass accessories. 12" wide x 29" high. Shipping weight 8 pounds.
10K1472P 1797 8 Day. . . . . Retail $29.98*

CC **SCONCES** Same as above. Brass candle holders 7" wide x 12" high Shipping weight 4 pounds.
10K1473P 777 No Candles . . Retail $12.95 Pr.

D **VISION** – With illuminated See-Thru Mystery dial and 24K gold plated metal case, Golden Hands 8¾" x 7¾" Shipping weight 4 pounds.
10K1468B 1197 Electric. No Light. . . . . Retail $19.95*

E **LINEAR** – Its sweeping graceful lines enacted a whole new idea in time keeping. 24K gold plated case, deep etched gold dial 9" x 13" high. Beautifully mysterious, Reflective light, controlled by hidden light switch Shipping weight 5 pounds.
10K1699B 1797 Electric. Illuminated . Retail $29.95*

BLENDS WITH WALNUT OR MAPLE

LIGHTED DIALS - USE AS A TV NIGHT LIGHT

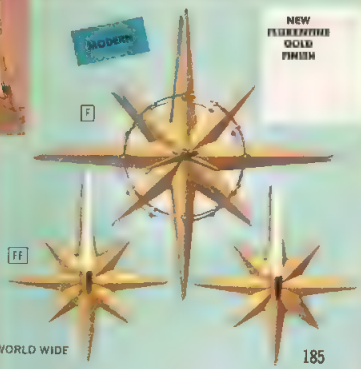
*All clocks subject to 10% F.E.T.

Clocks guaranteed against mechanical defects

F **STARLITE** 21" Diameter Haddonwood case in Florentine Gold, golden brass plated time ring and hands. Shipping weight 6 pounds.
10K1700PC 1197 8 Day. Gold. No Lights. Retail $19.95*
10K1701PC 1977 Battery. Gold. No Lights Retail $22.95*

FF **STARLITE SCONCES** – Same materials as above. 12-inch diameter. Shipping weight 3 pounds.
10K1702B 777 Gold. No Candles. . . . Retail $12.95 Pr.

G **CONTINENTAL** Lustrous 30-inch Gold Star, frame and hands. Beautiful Walnut dial. 21" wide x 30" high. Shipping weight 9 lbs.
10K1466P 1197 8 Day Gold . . . . Retail $19.95*
10K1467P 1497 Battery Gold. . . . . Retail $24.95*



WORLD WIDE

FOR DUAL SELLING POWER

BUY HALCO IN '62!

HOLSTERS

❶ Exciting New Holster and Pistol Designs ❷ New Full-Vue, Full-Wrapped, Self-Service Packaging

HALCO

COSTUMES

❶ Newest in TV-Tie-Ins: Shari Lewis, Laurel and Hardy, Wizard of Oz and Margie ❷ New Color-Coded Packaging — Impulse Merchandising Displays

During Toy Fair, Be Sure to Visit

J. HALPERN COMPANY

Permanent Showroom ROOM 404 • 200 FIFTH AVENUE • NEW YORK
Home Office 810 PENN AVENUE • PITTSBURGH 22, PENNSYLVANIA

SEE THE COMPLETE PLASTIC BLOCK CITY LINE

CAKE MIX SETS
BAT'EM CATCH'EM
PITCH-N-FIELD

HOTEL NEW YORKER ROOMS 826-827 TOY FAIR

FIRST in the field...

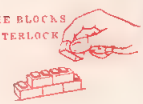
BEST made...

BIGGEST seller...

Add to that: *biggest line* (6 big sets), *best* profit picture, *most* advertised, and you have the unbeatable reasons why BLOCK CITY is America's favorite construction set... In every price line!

B-200	118 pcs.	$ 1.98
B-300	162 pcs.	2.95
B-500	278 pcs.	4.95
B-750	472 pcs.	7.50
B-995	627 pcs.	9.95
B-1500	950 pcs.	15.00

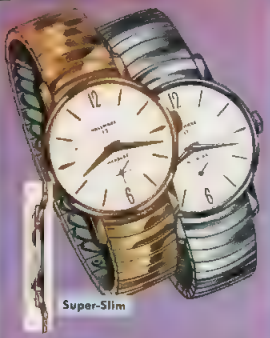
(all in sealed tubes with 20 page instruction book)



AMERICAN TOY PROMOTION

PLASTIC · BLOCK CITY INC

1017 W. Washington Blvd., Chicago 7, Illinois • HAymarket 1-3717
Permanent Showrooms: 200 Fifth Ave., New York City



Ultra-Thin Harvard Y: Thin as a wafer, handsome as they come. Superb quality dress watch has gleaming yellow top case and non-corrosive back. Matching 10K gold-filled expansion band. Durable 17 jewel movement has **unbreakable mainspring, is shockproof with Incabloc.**
10K1865V 2120 Retail $66.00

Ultra-Thin Harvard W: As above, with chrome top case, steel back and band.
10K1866V 1750 Retail $62.50

Sea Larry Y: A great watch for a modest price! Bright yellow **waterproof*** case has a non-corrosive back. 10K gold-filled combination expansion band is trimmed with leather. Luminous hands and hour dots. Sweep second hand. 7 jewel movement is **shockproof with Incabloc. Unbreakable mainspring.**
10K1876V 1595 Retail $47.50

Sea Larry W: As above, with chrome top case, and stainless steel back and band.
10K1877V 1325 Retail $39.95

Sea Kelvin Y: Everything a man wants in a fine watch! Style, durability and accuracy! **Waterproof*** yellow top case has a non-corrosive back. 10K gold-filled expansion band is adjustable. Luminous hands and hour dots; sweep second hand. 17 jewel movement is **shockproof with Incabloc, has unbreakable mainspring.** For years of trouble-free service. Handsome gift-box.
10K1867V 1950 Retail $59.50

Sea Kelvin W: As above, chrome top case, steel back and adjustable expansion band.
10K1868V 1495 Retail $45.00

Hallmark

Unbreakable Mainsprings Shockproof with Incabloc.

Lifetime Guarantee
on all movement parts against defects or breakage for as long as the watch is in use. No charge for material or labor to replace movement parts. Buy with confidence

Calendar
WATERPROOF*

Date Watcher Y: Calendar watch tells time, date. Waterproof* yellow case has non-corrosive back. 10K gold-filled expansion band is trimmed with leather. Sweep second hand for split second timing. Luminous hands and hour dots. Easy-to-read date window. 17 jewel movement. **Shockproof with Incabloc, unbreakable mainspring.**
10K1871V 2225 Retail $67.50

Date Watcher W: As above, chrome top, steel back, band
10K1872V 1945 Retail $69.50

Sir Kingsley W: Distinguished dress watch with a modern design. Shining chrome top case has a non-corrosive back, and stainless steel expansion band. Attractive white dial with gilt figures and hands. 17 jewels, **shockproof with Incabloc, has unbreakable mainspring.**
10K1873V 1985 Retail $55.00

Sir Kingsley YB: As above, in yellow, with black dial.
10K1874V 1865 Retail $55.00

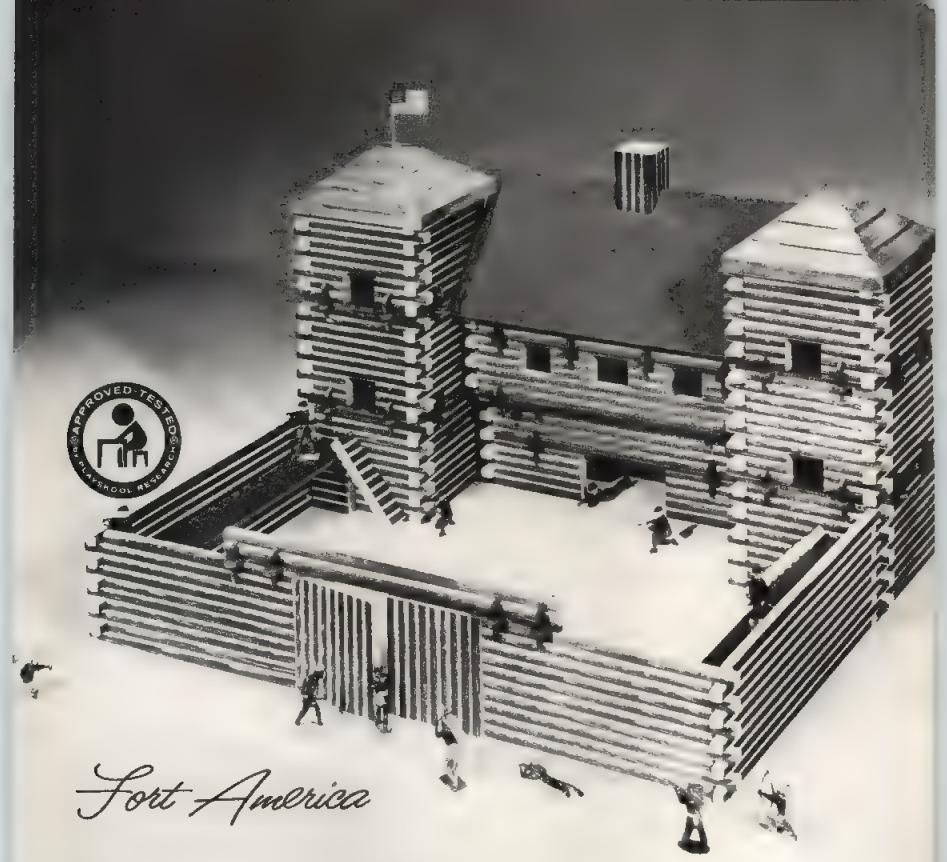
SELF-WINDING
WATERPROOF*

Auto Newton: Self-winding and waterproof* watch with exciting new style features. Designed for dress wear, but durable for sport or casual wear. Yellow top case has non-corrosive back. 10K gold-filled two tone expansion band. Debonair black dial with modern stick figures in gilt. 17 jewel movement is **shockproof with Incabloc, unbreakable mainspring.**
10K1875V 2995 Retail $88.50

Auto Missile Y: A watch built and styled for the jet age. **Self-winding waterproof*** and designed to stand up under hard wear. Gleaming yellow top case with non-corrosive back. Stainless steel combination expansion band. Red sweep second hand. Luminous insets and hour dots are easily read in the dark. Accurate 17 jewel movement is shockproof with **Incabloc, has an unbreakable mainspring.**
10K1869V 2850 Retail $85.00

Auto Missile WL: As above, with chrome top case, stainless steel back and band.
10K1870V 2460 Retail $76.00

Retail Prices Include Federal Excise Tax; Dealer's Prices Do Not.
***Guaranteed waterproof as long as case, crown and crystal are intact.**

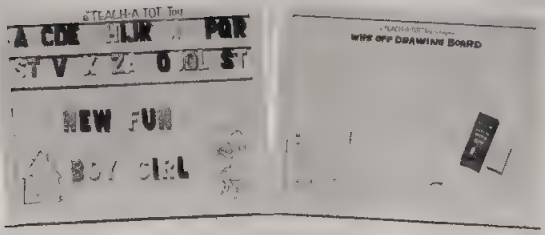


HALSAM

PRODUCTS COMPANY

DIVISION OF PLAYSKOOL MANFACTURING COMPANY

NEW YORK OFFICE: ROOM 550 • 200 FIFTH AVE. / GENERAL OFFICES: 3610 TOUHY AVE. CHICAGO 45, ILL.



Sensible "TEACH-A-TOT" Toys

PLASTIC AND PROMOTIONAL EDUCATIONAL TOYS AND MATERIALS

Promotional Educational Plastic/Wood Playthings. Coordination preschool play tools and basic construction materials for children of all ages. Safe, durable, non-toxic—engineered and priced for mass market distribution.

DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

APPROVED-TESTED PLAYSKOOL RESEARCH

Original round LINCOLN LOGS

America's National Toy

The *best* seller for far more than one quarter century. Round Wood Log Building components to construct *realistic* pioneer forts, cabins, stockades, houses. Approved for school use to teach the "expansion to the west." All sets interchange. All packed in space saving sealed square can containers.

PLAYSKOOL MANUFACTURING COMPANY / ROOMS 426-428, 200 FIFTH AVE., NEW YORK

GENERAL OFFICES 3720 N. KEDZIE AVE., CHICAGO 18, ILL.

LITTLE GUM VENDOR

Vends all popular stick gum. Insert a penny and out comes one stick of gum.

SUGGESTED RETAIL $2.98

BAYNE MFG. CO.
17 N. DESPLAINES ST.
CHICAGO 6, ILL.

ELDON INDUSTRIES, INC. make Eldon/Unger/Knickerbocker Toys
1475 E. El Segundo Boulevard,
Hawthorne, California

PERMANENT SHOWROOMS
New York: 7th floor, 1107 Broadway
Chicago: 1454 Merchandise Mart

One of the World's Largest Mfrs.
IRWIN TOYS
IRWIN CORPORATION
200 FIFTH AVENUE, NEW YORK, N.Y.

Little Angel PLAYTHINGS AND NURSERY NEEDS
ALAN JAY-CLAROLYTE CO., 2927 White Plains Rd.
N. Y. 67, N. Y., TUlip 1-1700

MODEL 210

One of many Andy Gard new items for 1962

Created and Manufactured by
GENERAL MOLDS & PLASTICS CORP.
LEETSDALE, PENNSYLVANIA

THE *Superior* LINE
PLASTIC and METAL DECORATED TOYS
T. COHN Inc.
200 5th Ave., New York 10, N. Y.
Room 806-808 ORegon 5-6185
Factory, 845 65th STREET, Brooklyn 20, N. Y.

America's Best Known Baby

GERBER BABY

helps you sell
Gerber
PLASTIC TOYS
200 Fifth Ave., Room 2222, New York, N. Y.

SEE MULTIPLE FOR IMAGINATION IN TOYS
multiple trademark
MULTIPLE PRODUCTS CORP. 200 Fifth Ave., N.Y.11, N.Y.

BUBBLE BEANIE®
Tops 'em all!

Sensational plastic beanie with an "outer space" look. Clear plastic dome holds 60 gum balls. Satellite spire stopper in red, blue, green or yellow. Model T1 retails $1.49. Refills.—Model T2 3 doz. per box 59¢

F. M. CRUMP & CO. MEMPHIS 1, TENN

GYM
PLASTICS CORPORATION
Field Leader in Foam Toys
P.O. Box 615, N. Hollywood, Calif.

merry
more than ever, the money line
merry MANUFACTURING COMPANY
531 N. WAYNE AVENUE, CINCINNATI 15, OHIO

PRE-SOLD!
Dell Comic Characters
In newly designed
SQUEEZE TOYS
DELL
DELL DISTRIBUTING, INC.
SALES OFFICE:
750 Third Avenue, New York 17, N.Y.
SHOWROOM:
Room 969, 200 Fifth Ave., New York 10
YUkon 6-6300

#676
AUTHENTIC ARABIAN FAMILY

EXACT REPLICAS. 7" STALLION, MARE & FOAL IN BAY AND GREY. TEAR OUT DISPLAY CARTON TOY COLLECTORS ITEM

HARTLAND PLASTICS, INC.
Hartland, Wisconsin

NUMBER ONE! (Without a doubt)
From "Beatland" (Calif.) comes the most complete line of compact sized boats! (8 models in all).

Shown, the unbreakable COPCO Seahorse forerunner of all compact Boats. LOA 5½' — Beam 34".

Write • Wire • Phone
COLUMBIA PLASTICS CORP.
3513 W. 104th St. • SPring 6-6340 • Los Angeles 45

PURO POOL
DRY CHLORINE GRANULES
THE BIGGEST SELLING POOL WATER PURIFIER
A HEALTH NECESSITY
• Makes Play Pools Hygienically SAFE
• Destroys Germs and Algae
LIVING PRODUCTS BY
OMEGA ONE INC.
350 Lexington Ave. • New York 17, N.Y.

NEW!

GENUINE LEATHER Scabbard-Pak

PRICED LOW FOR FAST ACTION!

Now . . . for just slightly more than the cost of the pistol alone . . . here's a genuine leather holster set that will revolutionize your cap pistol sales. It's easy to hitch on any belt, and more of the gun can be seen. Six each of two top Detective models (Falcon and Private Eye) and two top Western models (Laredo and Cheyenne) make up a racked assortment that will sell fast, with or without bagged caps. Other models in the new Scabbard-Pak are Kit Carson, Ranger, Rebel.

ALSO NEW FOR '62 ARE THESE GREAT SALESMAKERS:

RAWHIDE, which joins our **new, entirely redesigned** six pack series of TV HERO Holster Sets.

HANNA-BARBERA CARTOON CHARACTERS . . . the Flintstones, Top Cat, Quick Draw McGraw, Yogi Bear and Huckleberry Hound.

INTERNATIONAL GOLD SEAL SERIES, new miniature holster-sets featuring historical heroes.

NOW! NEW! 100- 250- and 500-CAP ROLLS

Harvell Kilgore still leads the field with the only complete cap line by supplying you with the longer rolls most wanted by today's long playing children. 100-cap rolls are packed 5-to the box. 250- and 500-cap rolls are packed 1 to the box.

These Are Only A Few of The Proved Sales Makers In The Galaxy of Guns at

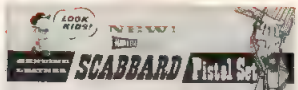
HARVELL KILGORE

SALES CORPORATION

BOLIVAR, TENNESSEE

Sales Offices and Show Rooms. Suite 306, 200 Fifth Avenue, New York
5951 East Telegraph Road, Los Angeles

NEW!



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HARVELL KILGORE
SALES CORPORATION
BOLIVAR, TENNESSEE

Sales Offices and Show Rooms Suite 305, 200 Fifth Avenue, New York
5951 East Telegraph Road, Los Angeles

Seven New Hasbro Toys Will Be TV-Promoted This Spring

The two toys pictured here are included in a group of seven new Hassenfeld Bros. products that will be TV-promoted this spring (through mid-May) all across the United States.

According to the manufacturer, the seven toys are described as follows:

Designed for 6-year-olds and up, including grown-ups, the Bazooka Ball re-

tuls at $2 and is packed 12 per carton weighing 18 pounds. The trick is to shoot a ball against a side wall or high into the air—and then catch it in the gun's basket-end barrel.

An indoor substitute for a water pistol, the M & M Candy Gun, a suggested $1 retailer, is for youngsters 6 to 12. It is "loaded" with a supply of M & M candies, which are popped into the air to be caught. Two dozen Candy Guns are packed per shipper; the total weight is 12 pounds.

At $2 retail are the Bullseye Target Game and Cha-Cha Checkers, for 4 year-olds and up and 6-year-olds and up, respectively. In the first of these, "suo-balls" are thrown against a target to which they adhere. A game for two players—with sound—the second number is fast-moving enough to hold adult interest yet simple enough for early-grade children.

Mentor, at a $5 suggested retail, has been made to appeal to 6-year-olds right on up to adults. "He" is an electrical, mathematical wizard—possible, if difficult, to beat in a contest of wits.

The remaining two items in the TV group of seven are the $1 Cut 'N' Color set at $1 for ages 4-9; and the Conni Gordon Paint Set for ages 7 and up.

MONOGRAM'S "WHAT'S YOUR HOBBY" COLUMN NOW IN 500 NEWSPAPERS

Monogram Models' column, "What's Your Hobby," is now being syndicated to 500 newspapers in medium and small towns.

Jack M. Besser, president of Monogram, said that the column provides small-town dealers with important publicity support.

"Each column publicizes Monogram's newest hobby kit," Mr. Besser said. "What's more, the column keeps the public informed about hobby trends—and unusual happenings in the hobby world. Because it is readable, it gets excellent editorial coverage."

Mr. Besser said the column was started five years ago on a test basis. It soon became an established part of Monogram's public relations program. Its popularity continues to increase — with new newspapers being added to its growing list of subscribers.

Some dealers are said to watch for the column in their newspapers and use it as a point-of-sales aid. "We've had dealers paste the column in their window or keep copies of the newspaper with the column in it on their counters to encourage sales of the kits described in it," Mr. Besser noted. He said that he encourages consumers, dealers and distributors to contribute to "What's Your Hobby." All news about hobbies is welcome—but the column is most interested in news about model kits.

WATER SAFETY

In 1960-61 there were 159,600 classes completed in Red Cross water safety instruction. Since Red Cross began its water safety program in 1914, the annual rate of death by drowning per 100,000 population has been cut by almost two-thirds.

NOVEL HOBBY KITS CAPTURE GENUINE "AMERICANA" FLAVOR

Capturing a flavor of nostalgia, Bachmann Bros., Inc., Philadelphia, has announced the introduction of "Americana" hobby kits. Bachmann does not recommend that these kits be purchased for pre-school youngsters because of the intricate detailing and fine painting necessary for proper assembly.

First in this series are the Fisher Boy, Bowlers, and Junior League kits. Each kit, retailing for $1.98, comes complete with plastic interlocking parts, paint by-number instructions, painting fluid, paint pellets, a

brush and a true-to-life platform showing home-plate and the batter's box.

The Fisher Boy depicts a barefoot boy and his dog on their way home from a favorite fishing hole. A fishing pole, straw hat, slingshot, can of bait, fish, rabbit, and simulated path in the woods are included in this kit.

The Bowlers show a couple at the bowling alley, with the little woman in an unorthodox stance and her husband scratching his head in bewilderment. A bowling ball, Dad's pipe, lane shoes, and a simulated alley are provided in this humorous kit.

The Junior League kit (illustrated) features the three key figures in a ball-and-strike dispute—catcher, umpire and batter. The junior-size catcher is vainly trying to convince the grown-up umpire that his call was wrong, while the batter couldn't look more uninterested. Hats, masks, chest protectors, an umpire's whiskbroom, bat and diamond are vividly recaptured in miniature.

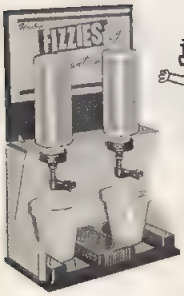
SMALLER, LOWER-PRICED VERSION OF CRASHMOBILE

Action Tri-Play Toys, Inc., now located at 1335 W. Belden Avenue, Chicago 14, is offering this year a smaller, lower-priced 19¢ version of the well-known Crash-

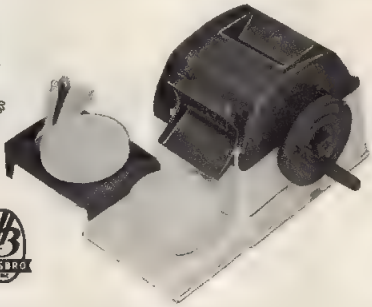
mobile, the wind-up car that blows apart when it hits a solid object but is easy to put back together again.

Like the bigger number, which retails for 98¢, the #715 Crashmobile Jr. is blister-packaged on a full-color card and is made of high-impact plastic.

ELECTRONIC FOOD CENTER. Ideal for the pint-size homemaker that loves to help mom in the kitchen. This complete food center has a blender to mix all types of drinks, a mixer to make batter for pancakes or cakes and a real ice cream maker. Just fill the container with proper ingredients, place on the power drive unit, set timer . . . it stops when ready to serve. High-impact styrene; long-life motor. Instructions, recipes included
22K1889B [667] Wt. 4 lbs. 4 ozs. . . . . .Retail **$10.00**

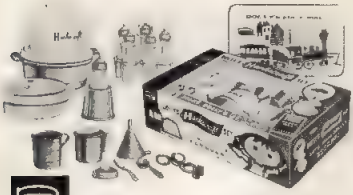


HASBRO "FIZZIES" FOUNTAIN. Dispenses famous "FIZZIES"® as soda pop, just like real carbonated soda fountain, including the fizz. Durable washable plastic; 11½" x 11½" x 5¾". With "FIZZIES"
22K1557B [217] 2 lb. 3 oz. Retail **$3.50**



"FROSTY" ICE CREAMER. Ingenious machine that makes delicious ice cream or sherbet in mere minutes. Complete with ice cream mix, cups, spoons and recipes 11½" x 11½" x 5¾". Wt. 2 lb. 1 oz.
22K1560B [197] . . . . . .Retail **$3.00**

ELECTRIC CORN POPPER AND VENDOR. Watch it pop through screen top. Popped corn empties into hopper from tilting popper. Vendor spout empties into serving bowls. Long life element, protective heat guard.
22K1430P [729] Wt. 9 lbs. . . Ret. **$11.95**



DOLLY'S HANKSCRAFT FORMULA SET. Little gals can make formula just like mommy does! Includes miniature sterilizer, lid, dish warmer, bottle warmer-vaporizer combination, 6 bottles, rack, forceps and more.
22K1890B [197] 1 lb. 14 oz. Retail **$3.00**

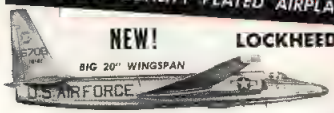
COCA-COLA FOUNTAIN DISPENSER. Pull down handle, dispense Coca-Cola from standard bottle. Includes 4 plastic glasses. Red and white high-impact plastic dispenser is 6 by 9 by 10¾ inches. It's fun for all. 2 lb. 8 oz.
22K1258 [233] . . . . . .Retail **$3.50**

IT'S TIME TO DO THE DISHES. And your little helper will have everything she needs for the job; plastic sink (has faucet dispenser 'n running water), dish drain, Brillo, Lux, dish towel, sponge, sink strainer. Wt. 2 lbs.
22K1621P [197] . . . . . .Retail **$3.00**

When it's first in appeal

It's first from HAWK!

THE ONLY QUALITY PLATED AIRPLANE KITS AVAILABLE!



U-2 KIT

The widely heralded Lockheed U-2 Reconaissance plane that has been a headline maker for the past several years. Another Hawk addition to the skyrocketing Custom Collector Chrome Plated Series which features a brilliant chrome-coating over the entire model plus a protective covering of high lacquer veneer for lasting beauty. This one beckons for business and gets it!

Authentic ¼" Scale.

Model No. 300-300 $3.00 retail

NORTH AMERICAN P-51D MUSTANG

WORLD WAR II's most efficient fighting machine and now in the Custom Collector Chrome-Plated Series by Hawk, reproduced with infinite skill and detail. A true metal coating of aluminum with a glossy veneer for greater protection, the Mustang which made so fine a record in wartime is destined to make an equally impressive record on sales charts everywhere.

Authentic ¼" scale with all the unique features of illustrated plane.

Model No. 208-200 $2.00 retail

with Canadian, U.S. and Philippine bright decals!

Miniature of the incredible "Beasts of Bonneville" that life-size, thunders along the Utah Salt Flats. And it's powered by unique "Torque Reaction Drive." Moving ahead fast.

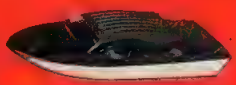
Model No. 303-50 retail 50c

3 other models available

COMMENDED BY PARENTS

Sleek, aerodynamic styling to precisely duplicate the real thing. A show-piece. Another fast-moving seller that's powered like the Bonneville Racers.

Model No. 528-98 retail 98c



A family boat with electric motor, no gears, has 2 figures and pulls one on [illegible] plated trim.

Model No. 204-200 $2.00 retail

Send for full catalog

VISIT ROOM 507
HOTEL NEW YORKER
NEW YORK TOY SHOW

hawk

MODEL COMPANY
4600 N. Olcott Ave.
Chicago 31, Illinois

HAWK MEANS SALES

With consistent, compelling, selling messages to millions of interested readers in these national magazines. It's "tell 'em and sell 'em" promotion!

Hundreds of Captain Hawk Societies, are talking and buying Hawk more than ever before

MORE VARIETY—MORE SALES—MORE PROFITS

with HAWK'S VOLUME-BUILDING KITS!

COMMENDED PARENTS' MAGAZINE

$1.50 Retailers
Just A Few In A Complete Line

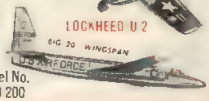
GO BOY GO CART Motorized
Model No. 153-150

FLYING AIR CAR Motorized
Model No. 154-150

$2.00 Retailers
Three In A Large Line

MULTI-TEXTURED FINISH P-51 MUSTANG
Model No. 208-200

LOCKHEED U-2
6½' 20" WINGSPAN
Model No. 209-200



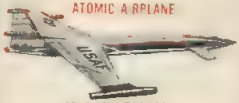
INDY RACER WITH GOLD AND SILVER PLATE TRIM
Model No. 210-200

$1.00 Retailers
Five Out of Many

F-104 STARFIGHTER
Model No. 504-100

T-33 JET TRAINER
Model No. 509-100

ATOMIC AIRPLANE
Model No. 514-100



THE STINGER DRAGSTER
Model No. 526-100

MONTE CARLO POWERED SPORTS CAR
Model No. 528-100

50c Retailers
From A Wide Assortment

ALKY SALTZER POWERED RACER
Model No. 600-50

TURBO GO POWERED RACER
Model No. 603-50

THE CONVAIR
Model No. 622-50

THE THUNDERSTREAK
Model No. 606-50

THE SKYRAY F4D-1
Model No. 624-50

AN EXCITING ARRAY OF MORE HAWK KITS RETAILING FROM 50c TO $4.00
Come to Hawk for the kits with proved selling performance. People like their style, detailing, authenticity and keep coming back for more. Sell quality — Sell Hawk!
Write for full catalog

Hundreds of chapters throughout the country of Captain Hawk "Technical News and Model Society" all actively helping you sell. We'll help build a chapter in your area.

HAWK GETS ATTENTION AND BUSINESS WITH CONSISTENT ADVERTISING IN THESE NATIONAL "READ BY MILLIONS" MAGAZINES

hawk

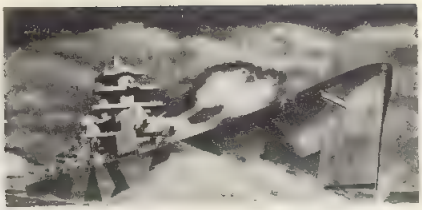
HAWK MODEL COMPANY
4600 N. Olcott Avenue
Chicago 31, Illinois

All Hawk kits are individually packaged in 4 color, cellophane wrapped boxes

NEW!

PLASTIC MODEL CONSTRUCTION KITS

ALIVE WITH ACTION



GERMAN BATTLESHIP "BISMARCK"

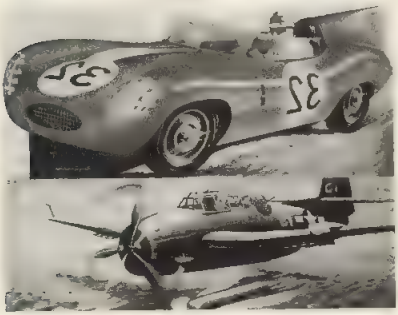
Famous 45,000 ton battleship almost invulnerable to fire, sunk the Royal Navy's finest battleship, Hood, in minutes. This 25¾" model is motorized, the main gun turrets operate and guns elevate electrically. The ship will travel preset patterns in water — figure eight, circle or straight line. Beautiful detailing through-out. (Batteries not included.)

KIT NO. 762M **$4.98**

the LINDBERG line®

ESTABLISHED SINCE 1933

WHOLESALERS...WRITE FOR FREE CATALOG AND PRICE LISTS



RACING "JAG"

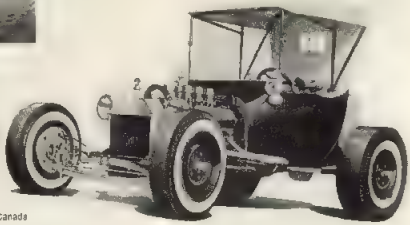
This motorized Racer is a Model "D" Jaguar and famous the world over as a racing car. Was one of the most successful sports cars, powered by a six cylinder engine. The model is molded in a brilliant red plastic with clear windshield and headlights and is 6¼" long. Kit motor included (Less batteries.)

KIT NO. 604M **$1.00**

GRUMMAN AVENGER

A beautiful electric motor powered prop plane that is loaded with unusual features. Movable control surfaces that operate from stick in cockpit. Landing gear retract. Bomb bay doors open exposing torpedo and bombs. Four crew members. Easy to assemble kit motor 13½" wing span, 10¼" long. (Batteries not included.)

KIT NO. 527M **$1.98**



16" BOBTAIL "T"

Electric motor included, drives wheels through differential like real car. Gear operated steering mechanism. Headlights that really work. Rubber-like tires with snap-in white walls. Adjustable windshield. Soft upholstered seats. Numerous chrome and brass plated parts. Scale engine. Soft top. Complete with Gas Can, Fire Extinguisher, 2 Display Jacks, 6 Exhibition Stanchions and Customizing decals. Parts are molded in seven different colors of plastic.

KIT NO. 690M **$9.95**

LINDBERG PRODUCTS INC., SKOKIE, ILLINOIS

International Games of Canada, Ltd. • 240 - 8th St., New Toronto, Ontario, Canada

Santa Sales

(CONTINUED FROM PAGE 155)

year, figuring a bait and tackle shop couldn't sell at Christmas time We don't intend to make that same mistake again this year."—**Wisconsin.**

"We try to have items that other stores don't have The population of our town is 5,000 and there are six sporting goods stores serving, so we must be on our toes."—**California.**

"We will have such features as gift certificates, but most of all, we will show our customers a willingness to work with them beyond that found in any other stores"—**Montana.**

* * *

Some Additions Planned

DEALERS were asked if they planned any extra services this year that they did not have last year. It was interesting to note that 46.7 per cent—almost half—of the stores will try some services this year that were not provided last year.

Among the more popular additions by some of the stores this year will be gift wrapping, increased advertising, special promotions and free parking. Others listed include stamps gifts for women (that is, gifts to be sold to women), coupon specials, more employes, gift certificates, free coffee and doughnuts, catalogs, free delivery, personalizing, fast while-you-wait bowling ball drilling, individual mailings to many people "to give better idea of what we sell and is available," and toy department.

While some stores are adding toy departments, the comment from a Missouri dealer took the opposite tack:

"We tried a toy department and almost went crazy Never again."

* * *

After Jan. 1 What?

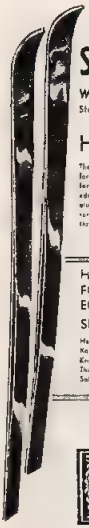
WHEN sporting goods stores add extra departments for Christmas sales, how many knock down these sections immediately after January 1? This is always an interesting subject and 58.9 per cent of the dealers disclosed that they tear down their special departments as soon after January 1 as possible. On the other hand, almost 40 per cent indicated that they maintain the status quo, while the others weren't sure what they will be doing this year.

Among the departments which are eliminated after the season is over, toys lead the way with gift items, adult games, trains, dolls and stuffed animals, tree lights and hobby craft demonstrations also in this category

A Missourian mentions this development. "We formerly tore down our gift section, but a couple of years ago, we found these items sold the year-round."

Some take down spring items; others put them up. For example, a New Yorker sets up baseball-tennis-golf at Thanksgiving and takes this down on January 10.

AD of the MONTH



SKI SEASON

will soon be here

Start your skiing at Meier & Frank's Sports Headquarters.

HEAD SKIS

The original metal skis designed for better skiing with days after. Features are press steel edge inlaid into the bottom plus sure plate. Tough plastic surface. Head skis available in three models

Standard	$98.50
Vector	$122.50
Vector Competition	$132.50

AS LOW AS $3 TO $7 A MONTH
no down payment with many months to pay

HERE'S WHY WE ARE HEADQUARTERS FOR THE LARGEST SELECTION OF SKIING EQUIPMENT IN THE NORTHWEST:

SKIS	BOOTS	TOGS
Head	Hand-Made Steels	Bogner
Kastle	Zeutagaz	White Stag
Kneissl	Kolflach	Sun Valley
Thunderbird	Sosta	Dawnfel
Soh or Metallic		Croydon

LET OUR SKI EXPERTS HELP YOU CHOOSE THE PROPER EQUIPMENT

Mail and phone orders. Plus shipping cost to areas outside our regular truck delivery routes.

Meier & Frank Co.

SPORTS HEADQUARTERS
MAIN DOWNTOWN—4TH FLOOR
EA 7-6611 ALSO LLOYD'S
EA 3-6633 & SALEM 363-2211

IT PAYS TO BUY AT MEIER & FRANK

This Meier & Frank Co. 1962-63 ski season opener, throwing full emphasis on quality, proves that brand names can be harnessed as effective leaders without footballing. Treating price as a quality symbol, along with emphasis on effortless skiing, inlaid steel-edge construction and tough plastic surface, the Portland, Ore., presentation makes special mention of 14 brands of skis, footwear and apparel. Spotlighting wide selection, trained personnel and mail and phone orders not only invites plus business, but creates a service image. Another sales avenue is opened by a budget note stressing terms from $5 per month with no down payment.

PIONEER

A 100% VIRGIN WOOL blanket in the traditional Canadian style. Close weave construction with ends whipped in wool yarn to provide top warmth and long wear under the most rugged conditions. Really a sturdy blanket, ideal for dorm, den, lodge, or city bedroom. No problem keeping it like new—it can be machine washed and dried. Carries Good Housekeeping Guarantee Seal. Permanently moth-proofed, gift boxed.

72" x 90" size. Wt. 3 lbs.

			Retail
28K1146B	1490	White w/Black, Yellow, Red	$22.50
28K1147B	1490	Red with Black Stripe	22.50
28K1148B	1490	Camel with Brown Stripe	22.50

SCOTCH PLAID

100% PURE WOOL. Authentic Tartan plaids add the right touch of color to any room. So attractive it can also serve as a spread. Bound with harmonizing nylon. So easy to keep lovely too—it can be washed and dried by machine without worry. Carries Good Housekeeping Guarantee Seal. Permanently moth-proofed—gift boxed.

72" x 90" size. Wt. 3 lbs. Royal Stewart (red color).

28K1142B | 1270 | Retail $18.95

Hearthspun

blankets by Faribo

winterweight BLANKETS

MACHINE WASHABLE WOOL BLANKETS

unconditionally guaranteed for 10 years . . .

1. Against shrinkage . . . Keeps its proper size after repeated washings.
2. Against wearing out of Nylon Binding.
3. Against Moth Damage. (Drewclad Process)
4. Against defective workmanship and material

No special care required to machine wash Hearthspun's washable blankets. Just toss in washing machine and machine dry in warm dryer.

VICTORIA

Made from top quality 100% PURE WOOL and deeply napped for maximum beauty and warmth. Woven to give years of satisfaction. No special care required in laundering, can be machine washed and dried. Carries the Good Housekeeping Guarantee Seal. Permanently moth-proofed matching Lifetime Nylon binding. Gift boxed.

			Retail
28K1136B	1250	66 x 90". Pink. Wt. 3 lbs.	$17.95
28K1137B	1250	66 x 90" Blue. Wt. 3 lbs.	17.95
28K1138B	1250	66 x 90". Beige. Wt. 3 lbs.	17.95
28K1139B	1430	80 x 90". Pink. Wt. 4 lbs.	19.95
28K1140B	1430	80 x 90". Blue. Wt. 4 lbs.	19.95
28K1141B	1430	80 x 90". Beige. Wt. 4 lbs.	19.95

FANTASY

100% VIRGIN WOOL blanket in an all season weight with a lacy hand-woven look perfect for today's air conditioned living. Beautifully accented with matching Lifetime Nylon binding. The perfect gift. Permanently moth-proofed. Gift boxed. 72" x 90" size. Wt. 3 lbs.

28K1143B	960	White	Retail $12.95
28K1144B	960	Blue	Retail 12.95
28K1145B	960	Yellow	Retail 12.95

HERSCHEDE

LEXINGTON

Westminster Chimes all quarters or 3-Rod Strike on hour and half hour. Silvered dial, brass bezel. 19" wide case in Mahogany or Walnut—specify.

1546N3900—Chime, 8-Day ..... Retail $65 00
2077N3660—Chime, electric ..... Retail $61 00
1547N2820—Strike, 8-Day ..... Retail $47 00

WINTHROP

1910N4800—"Winthrop." Traditionally styled wall clock is available in walnut, knotty pine or cherry. Westminster chimes, all quarters. 8 day, key wound. 16⅜" high, 9⅝" wide, 3⅜" deep. Specify finish. ..... Retail $75.00

JEFFERSON

1879N4800—"Jefferson" Clock. Early 19th century design. An eight-day clock with Westminster chimes that strike each quarter hour. Swinging pendulum of polished Brass. Appropriate dial and ornate hands encased under glass. Available in Mahogany, Knotty Pine or Cherry. 21" high, 12" wide, 5¾" deep. Specify finish.

Retail $80.00

CAMARGO

1697N2395—Tastefully designed Electric Westminster Chime Clock in traditional Mahogany or Walnut finish adds a charming touch. Raised Black numerals. Ivory dial is pleasing contrast. 6" high, 13½" wide, 3½" deep. Specify finish. ..... Retail $39 95

EATON

Colonial design with Mt. Vernon pictured on front glass panel. Ivory dial with colored floral design. Black numerals and hands. Available in Mahogany, Maple or Cherry finish. 11½" high, 7¾" wide, 4½" deep. Specify finish. Retail

1798N2880—Electric Hour and Half-Hour Strike $48 00
1813N2109—Electric Timepiece only..... 35.00

GRANDFATHER CLOCKS

Genuine Honduras Mahogany cases with delicately beaded columns and overlay trim. 80" high, 20½" wide, 12" deep. Dependable movements. Ship. wt. approx. 210 lbs. F.O.B. Miss. Factory

1174NF56800—Herschede "Whittier." Westminster, Canterbury and Whittington chimes on 9 tubular bells. 8-day movement. ..... Retail $990.00

1175NF44400—Herschede "Whittier." Westminster chimes on 5 tubular bells. 8-day movement. ..... Retail $740.00

1912NF36300—Revere "Pilgrim." Westminster chimes on 5 tubular bells. Electric movement ..... Retail $605.00

Lord, through this hour
Be Thou our guide
So, by thy power
No foot shall slide.

Westminster Chimes. Traditionally rung from the Victoria Clock of the House of Parliament these beloved chimes are correctly reproduced on four tubular bells. The original melodic inspiration is to be found in the fifth bar of Handel's magnificent symphony, "I Know That My Redeemer Liveth"

GRANDMOTHER CLOCKS

Lightly Scaled Grandmother Clocks. Traditional design with slim, modern lines. Available in Mahogany, Maple or Cherry. Gold color scroll dial, spun Silver numeral circle. 71½" high, 15½" wide, 9¾" deep. Dependable movements. Ship. wt. 40 lbs. F.O.B. Miss. Factory. Specify finish.

1913NF11700—Herschede "Newton." Westminster chimes on symphony chimetone rods. 8-day, key-wind movement. ..... Retail $195.00

1914NF10500—Revere "Hanover." Westminster chimes on symphony chimetone rods. Electric movement. ..... Retail $175.00

All floor clocks are available on special order in Cherry or Fruitwood finish at slight additional cost

All Clocks Subject to 10% Federal Excise Tax

Fine Herschede and Revere Clocks

HERSCHEDE

Beautiful Timepieces to Last a Lifetime

REVERE

Accurate Movements Satisfaction Guaranteed

1957N2995—"Miami" wall clock. Stunning modern design. Walnut finish with gold trim. 24½" high, 9" wide, 2⅛" deep. Timepiece only. Battery operated. **Retail $49.95**

"ROXBURY" by HERSCHEDE

A handsome 8-Day Decorator's Wall Clock designed to fit today's home. Hour and half-hour strike on bell. Ivory dial, with hand decorations in Black. Swinging pendulum, weight shells and chain are brass. Available in Cherry, Walnut, or Knotty Pine. 18⅝" high, 9⅛" wide, and 5⅜" deep. **Specify finish.**
1878N5880.....Retail $98.00

"Webster" by HERSCHEDE

This delightful Fanjo Clock has a Mahogany case with Mt. Vernon pictured on front glass panel. Ivory dial, Black hands and num rals, polished brass bezel. Timepiece only. Available in Cherry, Mahogany, or Maple finish. **Specify finish.** 26" high, 7¾" wide, 3" deep.
1402N2475 Key wound 8 day movement. **Retail $39.95**
1542N2325 Electric **Retail $37.50**

Appropriate in any setting
Westminster Chimes
Electric Movement

1881N3480—"Danbury" electric clock with Westminster chimes every quarter hour. Mahogany case with matched striped front and base. Cut-out center dial silver finished with Black figures and Gold hands. 7½" high, 10½" wide, 4¼" deep. **Retail $58.00**

1165N3300 — "Revere" Westminster chime electric mantel clock. Mahogany, Maple or Walnut finished case frames a handsome Silver finished dial with cut-out center. Gold color hands and bezel. 6¾" high, 10⅜" wide, 4" deep. **Specify finish** **Retail $55.00**

Traditional design. Mahogany or Cherrywood finish, raised numerals. Black hands and polished brass bezel. Westminster chimes that strike each quarter hour. 11¼" high, 13¾" wide, 5¼" deep. *Specify finish*

1953N4740—"Lowell" Herschede — chime clock. Key wound, 8-day movement. **Retail $79.00**

1954N4500 — "Lincoln" Revere — chime clock. Electric movement. **Retail $75.00**

1935N1470—"Hancock" timepiece. A combination of polished brass bezel against a background of woven straw, walnut case. Designed to fit in with any type of furnishing. 6⅜" high, 6⅝" wide, 3" deep. Electric movement. **Retail $24.50**

1956N3480—"Carthage" chime clock. Early American styling. Arched rich mahogany case with cut-out center dial. The famous Westminster chimes. 10¹⁵⁄₁₆" high, 7¹⁵⁄₁₆" wide, 4⅛" deep. **Retail $58.00**

★ **NOTICE**—All prices quoted herein are either the manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell.**

All Clocks Subject to 10% Federal Excise Tax

SETH THOMAS

"Lynton" Mantel Clock

A handsome tambour clock with hour and half-hour strike. Beautifully grained mahogany case with contrasting lighter band along the base. Brown numerals against a light dial background. Height 8¼", width 18⅜", depth 4¾", dial 6".

Retail

2118N2835—Lynton Electric..... $45.00
2119N2835—Lynton 8-Day..... 45.00

"Medbury" Mantel Clock

A distinctive tambour clock with quarter-hour Westminster chimes. The rich mahogany case with front panel of walnut veneer has graceful sweeping lines. Silvery dial with stylized hands and numerals in black. Height 9¼", width 20", depth 6½", dial 6½".

Retail

1919N4696—Medbury 8-Day..... $75.00
1927N4696—Medbury Electric..... 75.00

"Legacy"

2050N7875—Quarter hour Westminster Chimes. 8-Day Keywound. Retains the dignity and charm of a famous design created by Thomas Tompion, an 18th century English master. Beautifully grained mahogany case and solid brass bezel. Attractive brass dial has heavy center and corner scrolls and silvered dials, with floral numerals etched and filled in Black. Height 14⅜". Width 10⅝". Depth 7½". Dial ring 6".

Retail $125.00

★ NOTICE—All prices quoted in this Catalog are either the Manufacturer's or Bennett's Suggested Retail Prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

"Brookfield"

Reflects the quaint charm of Early American banjo. Strikes hours and half-hours. Mahogany case with brass trim. Colorful panels. Silver dial with Black numerals. Height 29", w.d. 5¾", d.p. 5⅞".

1856N5595—8-Day Keywound
Retail $80.50

"Exeter" with Hour and Half-hour Strike

A reproduction of a 17th Century English bracket clock. Beautifully proportioned mahogany case with antique finished handle. Dial illuminated with 16K gold leaf. Black corner decorations and numerals. Shock-protected floating escapement with suspended balance. Setting lever to shut off striking mechanism. Height 10¼", w.d. 7⅛" depth 3¼", dial 5½"

Retail

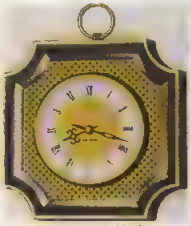
2120N8125—Exeter Electric Mahogany Finish $49.95
2121N8125—Exeter 8-Day Nutmeg Finish . . 49.95

"Buckingham"

Beautifully grained mahogany or nutmeg finish is accented by solid brass handle and bezel. White dial with black serpentine hands and numerals. Height 7", width 5", depth 2¾", dial 3½". Specify Finish.

Retail

2122N1250—Buckingham Electric Alarm $19.95



"Accent" Clock

Traditional design with a modern flair just right. American ACCENT for any room. Hand-rubbed Satin Black phenolic case—extremely shock and heat resistant. Polished solid brass finish trim and adjustable metal grille. Edges and bezel gilded with bright metal. Height 12" width 10" depth 2⅝" dial 5½".

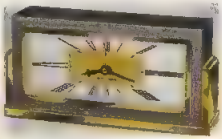
Retail $19.95

2042N1250—Electric 24.95
2131N1575—8-Day . . .

"Accent" Barometer

2130N1250—Traditional in design—the perfect accessory for any popular "Accent" clock. Compensated movement. Shock and heat-resisting black phenolic case. Polished solid brass finish ring and bright metal grille. Gilded edges and bezel. Height 12", Width 10", Depth 2⅝". Dial 5½".

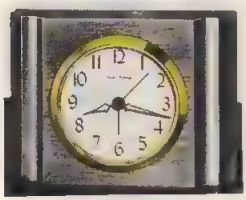
Retail $19.95



"Baxter"

2049N1575—Electric. Favorite clock for a man's desk and an attractive addition to den, living room or bookcase. Rich grained solid mahogany case. Silver-plated dial with embossed center in ivory. Polished solid brass bezel. Height 4¼". Width 8½". Depth 2⅝". Dial 6¼"x2½".

Retail $24.95



"Sherwood" Electric Alarm

2124N840—A classic design with fluted ends—fashioned in rich grained solid mahogany. Perfect for boudoir, den or desk. Polished solid brass bezel frames full figured dial. Luminous hands and hour dots. Height 4⅜", width 6", depth 2¼", dia. 3".

Retail $12.95

"Carewood" Electric Alarm

1920N875—Combines solid mahogany case and woven wicker front to make Carewood a pleasant addition to any decor. Polished solid brass bezel frames and full figured dial. Luminous hands and hour dots. Solid brass spool-type feet. Height 4½", width 6", depth 2¼", dial 3".

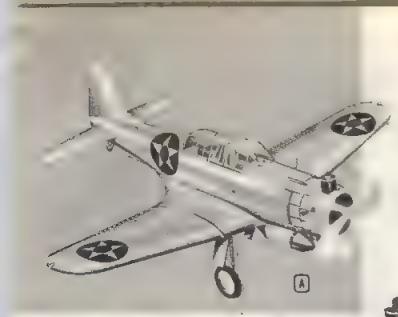
Retail $14.95

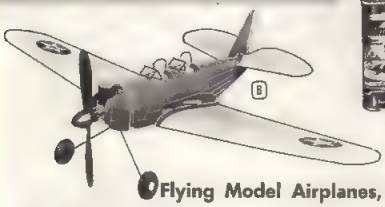
"Lorraine" Alarm Clock

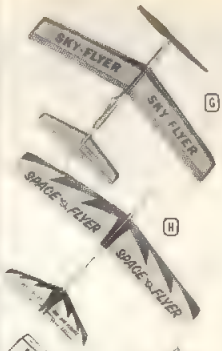
1920N1575—A warm provincial design that will enhance any setting. Electric bell alarm, solid maple case in Mahogany finish. Antique brass decoration. Silver plated dial has applied polished brass numerals of distinctive design. Bright brass hands. Height 6½", width 6⅝", depth 3⅜", dial 5⅛"x3¾"

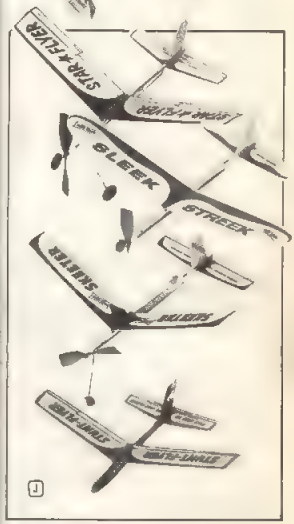
Retail $24.95

Prices Shown Do Not Include 10% Federal Excise Tax









Flying Model Airplanes, Engines and Accessories

(A) WEN-MAC DAUNTLESS DIVE BOMBER. A "real-action" ready-to-fly plane with a bomb you can drop in flight and an "arresting hook" for carrier deck-type landings. Realistically-detailed plastic model has big 22" wingspan, comes complete with automatic starting Wen-Mac. .049 gas engine, control handle and lines.
3EX9069 ..... **$9.98**

(B) THIMBLE-DROME PT-19 FLIGHT TRAINER. Big 22" wingspan model with fully-formed plastic fuselage and student and instructor figures. Looks and flies like Air Corps primary trainer. Comes fully assembled, ready to fly with instant starting BABE BEE .049 gas engine with Dubl-Tuf nylon prop and unbreakable spring starter, control handle and lines. "Slip together" construction prevents damage from "crash landings."
3EX9074 ..... **$7.98**

(C) THIMBLE-DROME ACCESSORY KIT. Everything the modeler needs (except battery). Kit includes Glow Head Clip with permanently-attached wires Skylon reel control handle with flying lines, ½ pint can of fuel, filter cap with strainer, filler hose, Finguard and 2 line snaps. All accessories thoroughly tested for dependable operation.
3E9077 ..... **$2.98M**

(D) THIMBLE-DROME GLOW FUEL. For all "glow plug" model gas engines. Heat balanced to outperform many so-called "racing" fuels. ½-pt.
3E9078 ..... **55c**

(E) THIMBLE-DROME BABE BEE .049 GAS ENGINE. The world's best-selling ½A-class engine. Ideal for control line or free flight. Instant starting, powerful action, outstanding features —rear needle valve, all-metal tang-carburetor, no outside fuel lines, right or left rotation. This engine used in Thimble-Drome model above.
3EX9076 ..... **$3.98M**

(F) MINIATURE ELECTRIC MOTOR FOR MODELS. Use as power for toy trains, speed boats, model cars, planes, etc. Precision built, ready to use. Operates on flashlight battery power. Speeds up to 5600 R.P.M. Double Alnico V permanent magnetic field. Solid brass housing Bronze bushings, long-life brushes, dual-diameter armature shaft.
3EX9023 ..... **58c**

Hi-Flier Kites

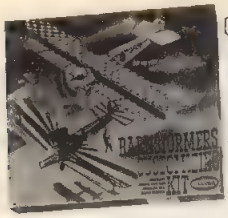
Your choice of plastic or paper cosmic and box kites **(D.O.U.: Asst. of 134 kites and cord in display box.)**
3EX9613 .....
Sold Separately

Gliders and Airplanes

(G) RUBBER-POWERED SKY-FLYER. Flies to ¼-mile distance. 17" wingspread, 12" body. Patented clip construction. Made of A-A grade polished balsa.
3EX9616—(D.O.U.: 24.) Each **39c**

(H) READY-TO-FLY GLIDER. Big 12" wingspan. Reversible tail . . . one side up for stunts, one side up for flights. Clips together.
3EX9615—(D.O.U.: 48.) Each **10c**

(J) BALSA PLANE AND GLIDER ASSORTMENT. Sturdy construction of A-A polished balsa. Patented clip construction. High-impact plastic props on flying models. Assortment contains: 24 13½" Stunt Flyer Gliders; 18 13" Skeeters; 12 15" Sleek-Streeks and 6 17½" Star Flyers.
3EX9617 ..... **From 10c to 49c**



Our Best Airplane Scale Models . . . Exact in Every Detail

(A) AURORA BARNSTORMERS KIT. Custom ized models of two planes that made early aviation history: Curtis JN4, Douglas M2. Full molded detail.
3EX9008 ..... **$1.98**

(B) REMOTE-CONTROL JET BOMBER KIT. This B-58 Hustler has moving parts plus "remote-controlled movement." 17½" L. with 10¼" span.
3EX9004 ..... **$1.98**

(C) P-51 MUSTANG MODEL KIT. Really flies. Rubber powered. Big 20" wingspan. Completely colored.
3EX9001 ..... **$1.98**

(D) P-61 BLACK WIDOW NIGHT FIGHTER. One of the deadliest combat planes of World War II. Accurately detailed scale model. Aurora.
3EX9005 ..... **$1.98**

(E) AURORA $1.98 PLASTIC SCALE-MODEL ASSORTMENT. Your choice of four excitingly detailed scale models: Pan Am Boeing 707, TWA Boeing 707, Delta Convair 880 or P61 Black Widow. Complete with colorful decals.
3EX9039—(Dealer Ordering Units:
12 Assorted.) Each **$1.98**

(F) RACING PLANE ASSORTMENT. Your choice of brightly colored realistic plastic models of "Bulldog," "Gee Bee," or "Presco Special" 1930 Thompson Trophy racing planes.
3EX9037—(Asst. of 24, 8 each style) $1.49 Kit.

Complete Selection of Authentic Scale Models . . . Medium Priced

(G) CONVAIR B-36 BOMBER KIT. Detailed model of world's largest combat aircraft. 15" wingspan model with display stand. Revell.
3EX9040 ..... **98c**

(H) BOEING B-47 STRATOJET BOMBER KIT. 12" wingspan model of Air Force's first operational jet bomber. With display stand. Revell.
3EX9041 ..... **98c**

(J) BOEING B-29 SUPERFORTRESS BOMBER KIT. Exact scale 14" wingspan model of World War II heavy bomber. With stand. Revell.
3EX9043 ..... **98c**

(K) NORTH AMERICAN B-25 MITCHELL BOMBER KIT. Exact scale model of "Billy Mitchell" medium bomber. 12⅜" wingspan Stand. Revell.
3EX9044 ..... **98c**

(L) LINDBERG 98c COMBAT FIGHTER PLANE ASSORTMENT. Your choice of eight different plastic model fighters, both jet and prop driven. Exacting details. Free display stand. Many of the kits include crews, tractors, etc. Complete with colorful decals
3EX9038—(Dealer Ordering Unit:
24 Assorted.) Each **98c**

Budget Priced Miniature Airplanes . . . Easy to Build

(M) LOCKHEED F-104 STARFIGHTER KIT WITH SIDEWINDER MISSILES. Another exciting Revell model kit. As exciting as the real plane. Complete with 4 sidewinders and trailers. Missiles can be mounted on plane or shown being loaded by ground crew
3EX9089 ..... **98c**

(N) HAWK 50c AIRPLANE AND ROCKET KITS. Your choice of realistically detailed models of aircraft and rockets. Easily assembled.
3EX9027—(D.O.U. Assortment of 36.) Each 50c

(P) AURORA 49c BOMBER AND FIGHTER PLANE HOBBY KIT. Famous American aircraft. Each model is realistically scaled to its full size counterpart. An ideal assortment for the airplane collector. Available are: Boeing B-17 Flying Fortress, F-100 Super Sabre Fighter, B-36 Bomber, B-47 Stratojet Bomber and Boeing B-52 Stratofortress. All are pre-cut in plastic pieces. Easy and fun to assemble, just join the pieces as in the enclosed instructions and glue.
3EX9026—(Dealer Ordering Unit.
Asst. of 36.) Each **49c**

HOMER LAUGHLIN
★ Fine Semi-Porcelain
★ Guaranteed Forever Against Checking or Crazing
★ Guaranteed Open Stock
★ Tested Packing Assures Safe Arrival

"GOLDEN WHEAT" As friendly as the noonday sun. Sheaf of Wheat in warm tones of Tan, Sepia, and Butter Yellow Modern Rhythm, Coupe shape is trimmed in *22K Gold*

195-10J2747 53 pc. Set, serves 8 . . Retail $41.25
195-11J4730 93 pc. Set, serves 12 Retail $71.25

"CAPRI." As modern as tomorrow and timelessly popular. Feathery charcoal swirls tipped with Pink. Graceful Rhythm Coupe shape is at home on any table . Richly trimmed with *Platinum*.

195-12J2747 53 pc Set, serves 8 . Retail $41.25
195-13J4730 93 pc Set, serves 12 .Retail $71.25

COMPOSITION OF SETS

53-pc. Set—Service for Eight: Shipping Weight—38 lbs. **Eight each**—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Large Dinner Plates 10", Soups, Sauce Dishes.

One each—Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs) & Creamer.

93-pc. Set—Service for Twelve: Shipping Weight 69 lbs. **Twelve each**—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Salad Plates 7", Large Dinner Plates 10", Soups, and Sauce Dishes.

One each—Medium Platter 11½", Large Platter 13½", Gravy Boat, Gravy Boat Stand, Covered Sugar (2 pieces), and Creamer.

Two each—Round Open Vegetable Dishes.

MADE IN AMERICA FOR AMERICANS

★ Guaranteed Oven Proof, Stays Hard Glaze
★ Enhanced with costly Platinum or Gold
★ Triply Selected for Highest Quality
★ Detergent Resistant Decoration

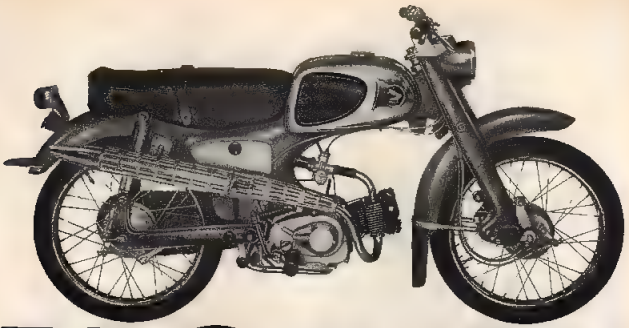
CAVALIER EGG-SHELL SEMI-PORCELAIN. Crowning achievement of the potter's art . . . lightweight but extra strong. Sleekly modernized traditional class c, rim shape particularly suited for your more formal decor
Cavalier
HOMER LAUGHLIN

"ROMANCE." Full Turquoise rim band is important background for border of dainty and delicate pastel leaves and Pink buds. Every piece edged in *Platinum*.

195-14J3250 53 pc. Set, serves 8 . . . . Retail $48.75
195-15J5625 93 pc. Set, serves 12 . . . Retail $84.50

"SOMERSET." Inspired by nature's own beauty. Golden yellow stalks of wheat and Blue field flowers romp on a Ivory white background framed with *Platinum*.

195-16J2973 53 pc Set, serves 8 . . Retail $44.50
195-17J5142 93 pc. Set, serves 12 . Retail $77.25



MONEY MACHINE

Ask any Honda dealer (there are now more than 700 in the U. S.)—he'll tell you that the amazing Honda "50" is a phenomenal money maker. No other two-wheel vehicle has ever achieved such a smashing success as the Honda "50" has done during the past two years. *In September alone, U. S. dealers sold more than 10,000 Hondas!*

In 1963, more than 100,000 Hondas will be sold in the United States as the biggest and most powerful advertising program in the history of two-wheel motoring blankets the country.

Chances are good that you may still share in next year's rich harvest of profits as a franchised dealer, either for Honda "50"s, or for the entire line of Honda motorcycles.

For full information about a dealership in your area, use the coupon below or write on your own letterhead. You need not have motorcycle experience to qualify.

HONDA

World's Largest Motorcycle Manufacturer

AMERICAN HONDA MOTOR CO., INC.
4077 WEST PICO BOULEVARD, LOS ANGELES 19, CALIFORNIA

AMERICAN HONDA MOTOR CO., INC. Dept. SGD 62-10
P.O. Box 20018, Pico Heights Station, Los Angeles 6, Calif.
Please send information on the Honda "50" line to

STORE NAME _____

BY _____

STREET _____

CITY _____ ZONE _____ STATE _____

I am now handling these makes _____

☐ Include literature on the complete HONDA motorcycle line (9 models from 125 to 305cc)

☐ I am especially interested in the Honda Trail Machine

(For More Information Circle No. 73 on Page 183)

Finest in Blankets

HUDSON'S BAY

"4 POINT MULTI-STRIPE"

World renowned, woven by skilled craftsmen in England Deep warm nap—edges which need no binding—rich, beautiful colors Extra-heavyweight of 6 lbs. Made of 100% Virgin Wool for a lifetime of comfort and beauty In 72"x 90" size. White with Multi-stripe of bold, attractive colors Gift box in striking multi-colors.

5713C2625—Practical size (72"x90"). Sugg. Retail **$35.95**

HUDSON'S BAY "4 Point Scarlet"

Famous 100% All Wool Scarlet blanket with Black bar. Ideal for the great out-of-doors First made by the original Hudson's Bay Co. in the 18th Century Manufactured in England to serve generations of families. 6 lbs. in weight, 72"x90" size Remarkable in warmth and beauty Rich-looking multi-colored gift box.

5317C2625—Practical size (72"x90"). Sugg. Ret. **$35.95**

Point
BLANKETS

PEPPERELL FABRICS

Washable Blankets by Pepperell

REGULAR 72"x90" AND KING SIZE

PEPPERELL'S "Glolon" in ACRILAN

Pepperell's deluxe blanket in the wonder fiber "ACRILAN." Thoroughly washable in tub or machine . . . quick drying! Absolutely moth- and mildew-proof Non-allergenic . . . won't irritate the most sensitive skin This 100% "ACRILAN," Chemstrand's acrylic fiber, blanket is warmer than other blankets of its weight Exclusive "Marvelok" weave locks fibers together, giving greater warmth Soft and fluffy with long-wearing Nylon binding Choice of sparkling colors: Pink, Green, Yellow or Blue. Specify.

6645C965—Practical size (72"x90"). Sugg. Retail **$14.95**

6369C1485—King Size (108"x90"). Sugg. Retail $24.95

PEPPERELL'S "Caress" in Rayon & Acrilan

The lead.ng blended blanket on the market. A remarkable blend of 94% Rayon and 6% Acrilan. Deep, warm, long-lasting nap with a beautiful finish. Mothproof, extremely long-wearing, shrinks less than half of what similar blended blankets shrink! Exclusive "Marvelok" weave gives improved appearance . . . better washing qualities. Acetate Satin binding Washfast decorator colors: Pink, Green, Yellow or Blue. Specify.

6126G690—Practical size (72"x90"). Sugg. Retail **$9.95**

St. Marys FINE BLANKETS

St. Mary's 100% Wool Blankets

. . . SOFT . . . WARM . . . DURABLE

ST. MARY'S "Lamar" in Deluxe Wool

Finest in 100% pure choice wools which provide unusual softness, strength and warmth True winter weight, designed to attain the ultimate in warmth and beauty Richly bound on ends with luxurious, wide nylon satin. Handsome range of colors: Pink, Yellow, White or Mint Green. Specify color. Rich gift box.

6122C2850—Double size (80"x90"). Sugg. Retail **$37.50**

ST. MARY'S "Southwind" Winterweight Wool

A top quality blanket woven from fine selected wools. Of medium winter weight with deep pile nap for warmth and comfort. Warmth without weight, sweet soft beauty that does not fade, feel of wool at its best Bound on ends with wide nylon satin Rich colors Pink, Yellow, Blue or Beige Specify Color. Beautiful gift box.

5124C1510—Practical size (72"x90"). Sugg. Retail **$18.95**

ST. MARY'S "Moderne"—Twin or Double

100% Virgin Wool blankets for real prestige Thick and heavy in choice, long-fibered Wool—no other fiber can compare for true warmth! Bound with 7" Nylon binding Permanently mothproofed, pre-shrunk, color-fast. Pink, Lemon, White or Green colors. Specify. **$19.95**

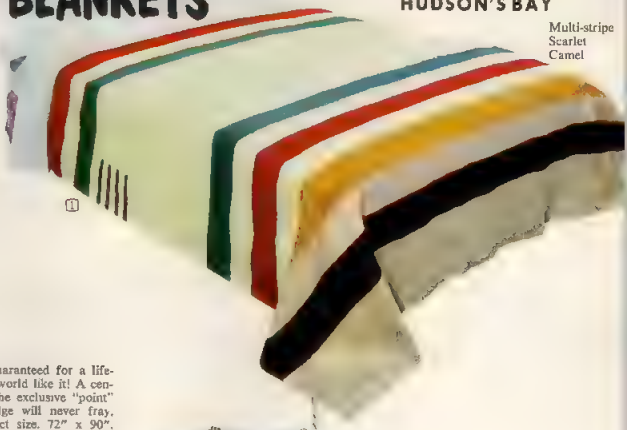
6649C1560—Twin Size, 68"x90". Sugg. Retail

6650C1795—Double Size, 80"x90". Sugg. Retail $23.95

Be Sure to Specify Choice of Color

FAMOUS NAME BLANKETS

HUDSON'S BAY
BEACON
PEPPERELL
CHATHAM

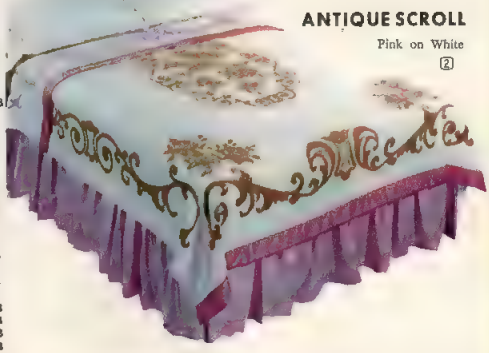


1 HUDSON'S BAY IMPORTED "POINT" BLANKET. Guaranteed for a lifetime of luxurious warmth. There's no blanket in the world like it! A centuries old tradition of craftsmanship has produced the exclusive "point" weave from 100% Virgin Wool. Special woven edge will never fray, completely washable because it's pre-shrunk to exact size. 72" x 90".

28K337BL	2650	Multi-stripe on White. Wt. 8 lbs.	Retail	$34.50
28K791BL	2650	Scarlet w/Black stripe. Wt. 8 lbs.	Retail	34.50
28K793BL	2650	Camel w/Brown stripe. Wt. 8 lbs.	Retail	34.50

2 BEACON "ANTIQUE SCROLL" BLANKET. Marvelous blend of 70% Rayon, 20% cotton, and 10% Acrylic fibers is washable, keeps its shape and causes no irritations. Fragile "Antique Scroll" design in Pink on White only. A beautiful pattern carefully made by Beacon, famous blanket manufacturer. Will give years and years of wear under normal use. 72" x 90" size. Wt. 3 lbs.

28K1157B	667		Retail	$8.98

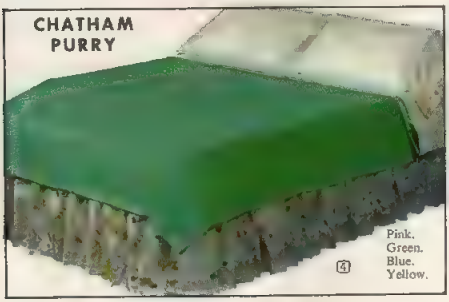


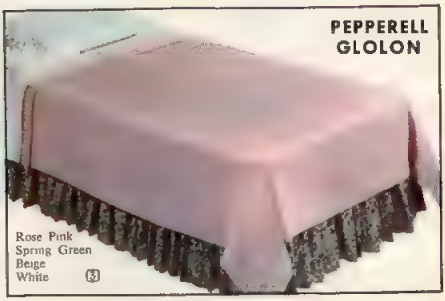
3 CHATHAM "PURRY" BLANKET. Woven of a blend of Rayon and Orlon yarns, the nationally known "Purry" blanket is warm, yet very lightweight. Lovely 7" nylon binding will last the life of the blanket.

28K1153B	799	Pink. 72" x 90". Wt. 4 lbs.	Retail	$10.98
28K1154B	799	Green. 72" x 90". Wt. 4 lbs.	Retail	10.98
28K1155B	799	Blue. 72" x 90". Wt. 4 lbs.	Retail	10.98
28K1156B	799	Yellow. 72" x 90". Wt. 4 lbs.	Retail	10.98

4 PEPPERELL'S "GLOLON" BLANKET. Pepperell's most popular blanket, made of 100% Acrilan, looks and feels like wool. Strong, durable and shrink-proof, it stays soft and fluffy through countless washings. Moth, stain and mildew resistant. Quick drying. 7" nylon binding on each end.

28K1149B	999	Rose Pink Wt. 5 lbs.	Retail	$12.98
28K1150B	999	Spring Green Wt. 5 lbs.	Retail	12.98
28K1151B	999	Beige Wt. 5 lbs.	Retail	12.98
28K1152B	999	White Wt. 5 lbs.	Retail	12.98





Dylite Sun Helmet Cool, Sheds Water

Plastilite's Sun Guard sun helmet recommended for fishing, hunting, golf, gardening and almost any outdoor use, weighs less than two ounces. So light is the Dylite expandable polystyrene of which it is made that the Sun Guard floats in water. Cool and waterproof, it aids in conserving energy on hot days for rugged going.

Jana Lambach, 20, University of Nebraska senior, not only models the Sun Guard helmet in the illustration, but also displays the Minnow-Therm expandable styrene minnow bucket, designed to keep live bait active for days. Jana is a daughter of Fred Lambach, Plastilite partner. Plastilite Corp.

(Circle No. 736 on Page 183)

Slim-Ez Vinyl Suit Aid to Reducing

A compact suit for slimming and trimming, the Krene vinyl Slim-Ez reducing suit weighs 12 ounces and can be worn by men or women. The professional model, worn by Gail White (Miss Tennessee of 1962) in picture, comes with long sleeves and is stronger than the standard. The latter, with short sleeves, employs lighter weight material. Prices are $8.95 for the professional and $6.95 for the standard. Sizes are small, medium, large and extra large. Slim-Ez Suit Co.

(Circle No. 737 on Page 183)

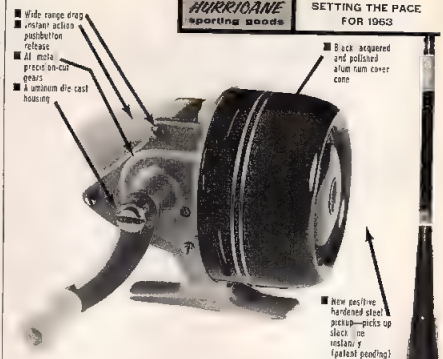
Spotting Scope Zooms

The 20X 50X60 Zoom spotting scope featured by Swift has a brilliantly designed nine-lens two-prism optical system to provide continuously variable magnification to 50 power. Swift Instruments, Inc.

(Circle No. 738 on Page 183)

HURRICANE sporting goods

SETTING THE PACE FOR 1963


Wide range drag
Instant action pushbutton release
All metal precision-cut gears
Aluminum die cast housing
Black lacquered and polished alum num cover cone
New positive hardened steel pickup—picks up slack line instantly (patent pending)

#131 Mariner Brand new for 1963, the Mariner is a new concept in spincast reels (see features above). This new sensation is reasonably priced for a quick and effective sales program. **$6.95.**

#52 Zenith

#49 Saturn

#[illegible] Mariner

#52 Zenith

Hurricane proudly presents the Olympic line of fishing reels, tubular glass rods and terminal tackle – designed especially for the 1963 season. You will discover the Hurricane Olympic line will build your sales volume while providing an excellent profit margin.

Our new 1963 catalog illustrates 18 models of fine fishing reels, 37 models of rods, and hundreds of other fishing and sports equipment items. Write today for a copy of our new catalog—then order Hurricane's high-volume sporting goods through your local jobber

Olympic

HURRICANE

70 TENTH ST. • SAN FRANCISCO 3 • MA 1-1954

Sele[illegible] jobbers for Olympic, Hurricane, Norma and Imported tackle.

(For More Information Circle No. 155 on Page 183)

AMPRO
above ground
pool filters

3 great models starting at $98.

(complete, nothing else to buy!)

SUGGESTED RETAIL PRICE FOR "ECONOMY 1400" ILLUSTRATED

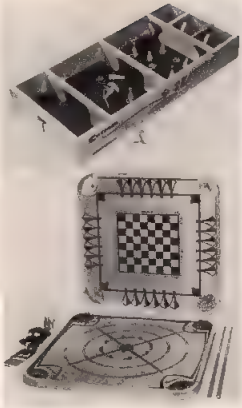
and packed with quality features

For filtering up to 20 ft. pools and larger • Famous Anthrafilt filtering agent never needs replacing • Heavy gauge steel tanks galvanized inside and out • Corrosion resistant "American" pumps guaranteed for life • G.E. motors are standard equipment • Many safety features.

See the complete line during the Toy Fair in Room 1503, Hotel New Yorker . . . or write us now for full details

AMPRO
pool filters, inc.

34-36 56TH ST., WOODSIDE 77, N.Y.



Carrom Games have new look

More color, value and sales appeal are incorporated in the new Carrom Game Line for 1962 to be unveiled at the Toy Fair, room 1001, Hotel New Yorker. The new look is the result of an intensive research program carried out by the product development department of Shampaine Industries, parent corporation, Carrom Games Company.

R. G. Watel, sales and marketing director for Carrom Games, emphasized the new sales appeal in nearly every game. Leader in the line, the Carrom Board, has been redesigned and restyled and is now offered in two models which play 106 and 116 games. Attention has been given to packaging too. A new, colorful, sales stimulating carton is certain to create maximum interest at point of sale.

Watel also stressed that the other popular games such as Nok-Hockey, Kikit and Skittles have new finishes, designs, colors.

Gym Toy has new line and plant

Gym Toys, Burbank, Calif. has moved to a new plant, according to James Robertson, president, at 3407 Winona st. The move was necessitated by the rapidly expanding sales of Gym products and the many new additions to the line. The 15,000 square foot plant, located on an acre site, will include the installation of three giant new presses which will produce the polystyrene toys at a rate many times greater than any known press in existence at a lower unit cost.

Robertson is also introducing a new line of fall merchandise which will be shown pre-show week at the showrooms of Norm Spiegel Sales Co., room 662, 200 5th Ave. Building, New York. At Toy Fair, Gym Toy products will be shown at room 1924, Hotel New Yorker.

A greatly expanded line of popular summer merchandise will also be displayed.

compare the price

compare the quality

still a "space age"

ahead of competition

TeeBall

Hit the ball off a tee . . . no pitching required. It's the action-packed game for everyone . . . especially kids too young to pitch a ball. Set includes plastic ball, bat and sturdy metal tee with live rubber tip that can be used with hard ball and bat.

CHANDLER
MANUFACTURING CO.
788 EAST 16TH STREET
INDIANAPOLIS 2, INDIANA

Give the young ventriloquist a professional-type dummy

32-in. Jerry Mahoney

$18.98 (in tuxedo)

Have fun, amaze friends with professional skills. Control his eyes, mouth, head separately. Instructions tell how to "make Jerry talk." Expertly made with break-resistant plastic head, painted hair. Fiberboard torso, cotton-filled legs, arms, vinyl hands. Stores away in corrugated valise.

1 **With movable eyes, wears tuxedo** with sewn on shirt-front, pants, tie, shoes
49 N 3589 Wt. 4 lbs. . . . $18.98

2 **With movable eyes, in cotton gabardine suit** (sewn-on shirt front, tie, shoes).
49 N 3591 –Wt. 4 lbs. $17.29
With stationary eyes, in suit.
49 N 3588—Wt. 4 lbs. . $11.79

24-in. Dummies

$5.88 (Jerry Mahoney)

3 **Jerry Mahoney.** Mouth opens with string manipulation. Movable vinyl head; cotton-stuffed body. Dressed in cotton gabardine suit with sewn-on shirt-front, tie, shoes. Instruction book included.
79 N 3594C—Wt. 3 lbs $5.88

$5.88 (Knucklehead)

4 **Knucklehead.** Jerry's side-kick. Movable vinyl head, cotton stuffed body. Mouth moves by string manipulation. Dressed in a cotton jacket with sewn-on shirt front, pants, tie and shoes.
79 N 3540C—Wt. 3 lbs . $5.88

Speak to Little Miss Echo . . repeats everything you say

$19.88 without batteries

Teach her songs, rhymes, prayers or converse with her. Electronic voice uses 2 "D" batteries and one 9-volt transistor battery (order below). She listens, plays back at the turn of doll's knob 3-transistor circuit with continuous magnetic tape. Tape erased automatically as you record again. 30 in. tall. Wears cotton dress, undies, has go-to-sleep eyes. Sturdy plastic with jointed arms and legs, turning head. Rooted Saran hair.
79 N 3682LM—Doll only. Shpg. wt. 8 lbs. $19.88
79 N 4660 —"D" battery. Wt. 4 oz. Each 16¢; 4 for 60c
79 N 6417M—9-volt transistor battery. Wt. 4 oz. Ea. 45c

5 **8-in. Betsy McCall . .** walks, sits, kneels. Hard plastic, creamy bisque finish. Jointed body, moving eyes. Smooth Saran hair wig to set. Dressed in chemise, socks and shoes. (Order extra outfits for her below and at right).
49 N 3692–Wt. 8 oz. **$1.72**

A **Pajama Party . .** striped cotton 2-pc. pajamas embossed cotton robe.
49 N 3844—Wt. 6 oz. **89¢**

B **Party Pretties.** Cotton velvet skirt. Blouse, panties, shoes, socks.
49 N 3858–Wt. 6 oz. **$1.39**

C **School Time . .** cotton jumper over striped romper. Shoes, socks.
49 N 3857–Wt. 6 oz **$1.39**

D **Shopping spree . .** checked gingham dress. Matching coat lined in red. Black beret. Shoes, socks.
49 N 3849–Wt. 6 oz. **$1.79**

E **Wedding Day** white rayon satin bridal dress. Veil, bouquet panties, half slip under dress, slippers.
49 N 3824–Wt. 6 oz. **$1.69**

F **Prom Time** . nylon formal with attached stole, panties; slippers.
49 N 3884–Wt. 6 oz. **$1.84**

22-inch Betsy McCall

Fully jointed arms, legs and turning head—her wrist, waist and feet are also jointed to enable you to pose her 1001 ways

The delightful little miss featured monthly in McCall's Magazine. Expertly made of durable, lightweight molded plastic with glamorous, rooted Saran hair. Bright go-to-sleep eyes.

6 **$9.98**

6 **In Ballerina Outfit . .** stunning rayon satin bodice, bouffant tulle tutu. Cotton leotard, slippers.
79 N 3681C Wt. 3 lbs. $9.98

7 **In Plaid Dress . .** charming cotton flannel with linen-trimmed yoke and matching cuffs. Black cotton knit leotards, shoes.
79 N 3680C—Wt. 3 lbs. $8.98

7 **$8.98**

Girls of all ages love the enchantment this BOUDOIR DOLL lends their room

26-inch glamorous doll is dressed in a full-length rayon satin gown with tulle overskirt that sweeps way out when she's seated on your bed or dresser. Wears high heels. Arrange her rooted acetate hair. Cotton fabric body stuffed with cotton. Plastic head, arms, legs sewn to body. Painted features.

79 N 3043C—Shipping weight 3 pounds..... $5.98

$5.98

She sits, tilts her head; moves her arms and legs

20-in. Kewpie Doll. Pinch her soft vinyl arm, hear her coo. Her jointed body poses 101 different ways. Vinyl head has painted features; molded plastic body, legs allow her to stand alone. Cotton dress, panties, patent leather shoes, rayon socks.
49 N 3538—Shpg. wt. 2 lbs. 4 oz. $5.98

13-in. Doll (small views). Wears cotton sunsuit, socks and shoes.
49 N 3542—Shpg. wt. 1 lb. 2 oz. $2.79

3 Tiny Babies on Pillows are great stocking stuffers

Set of 3 soft, 8-inch dolls love to show off their many poses . . they change positions with just a flip of the hand. So lightweight a baby can hug them. Their cute vinyl faces have painted features. Their hands are also made of vinyl. Cuddled in cotton flannel bunting in assorted pastel colors. Imported from Japan.

Shipping weight 7 ounces
49 N 3262.....Set $2.59

$4.89

Doll wriggles like a new born baby while Swiss music box plays

12-inch infant almost seems alive! Wind the key in back . . imported music box inside her body plays Brahms' Lullaby. See how realistically her body moves—just like a real baby's. She can hold her tiny toes in her hand, her thumb in her mouth. Her clenched fists and toes are beautifully detailed. Made from vinyl plastic, her arms and legs are jointed, her head turns and has "go-to-sleep" eyes. You can comb her rooted Saran pixie style hairdo. She wears an adorable cotton sleeper.
49 N 3268—Shipping weight 1 pound.. ... $4.89

2

$5.98

Pony-tailed Playmate walks when guided

2 19-inch vinyl doll has go-to-sleep eyes and a cute, turned-up nose. Arrange her pretty plastic hair in all the latest styles. Her arms, legs and head jointed to move easily. She walks when you guide her with your hand. Green cotton blouse and print slacks; shoes and socks. Her extra party outfit is an embroidered cotton pique dress, rayon panties.
49 N 3688—Shpg. wt. 2 lbs. $5.98

Angela Cartwright . . TV and Movie Star

3 15-inch Angela's sure to please. Her look-alike plays "Linda" on the Danny Thomas show. Plastic doll is jointed, her eyes go to sleep. Has rooted acetate hair in long pony tail. White nylon pinafore tops checked cotton dress. Panties, shoes, socks.
49 N 3362—Wt. 1 lb. 8 oz. . $3.98

3

$3.98

Slender Doll . . Outfits for 14 to 21-in. dolls

1 **Vinyl Doll.** Saran hair, sleepy eyes, undies, shoes. Fun to sew for or dress with gowns shown.
49 N 3660—15-in. Wt. 1 lb. $3.98
49 N 3661—18-in. Wt. 2 lbs. 4.98
49 N 3662—20-in. Wt. 2 lbs. 8 oz. 5.98

Extra clothes. Wt. each 14 oz.

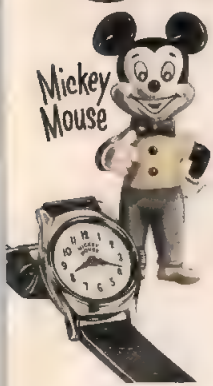
A **Ballerina.** Nylon tutu, panties, nylon hose, slippers.
49 N 3464—14 to 15 in.... $1.79
49 N 3465—18 to 19 in.... 2.39
49 N 3466—20 to 21 in. . 2.69

B **Nylon Bridal Dress.** Sash, veil, panties, nylon hose, slippers and shoes.
49 N 3481—14 to 15 in.....$2.98
49 N 3482—18 to 19 in. . 3.59
49 N 3483—20 to 21 in..... 3.89

C **Coat, Hat, Muff.** Rayon plush with rayon lining.
49 N 3363—14 to 15 in $1.98
49 N 3364—18 to 19 in . 2.39
49 N 3365—20 to 21 in. 2.57

D **Woven Red Cotton Coat** has tatting trim. Beret hat.
49 N 3474—14 to 15 in. $1.49
49 N 3479 18 to 19 in. 1.59
49 N 3480 20 to 21 in. 1.79

Ingersoll CHARACTER WATCHES BY U.S. TIME



M.ckey Mouse **6.95**

INGERSOLL FINE-QUALITY SHOCK-RESISTANT WATCHES FOR CHILDREN

Mickey Mouse Watch. Sure to please with the china figurine of M.ckey. White face with red hands, numerals. Unbreakable mainspring. Chromed case with red patent leather strap. Postage is prepaid.
19-0611 V—½ lb. . 6.95

Zorro Watch **6.95**

Zorro Watch. Comes with a black felt Zorro hat. Watch has black dial—white hands, numerals. Unbreakable mainspring. Chromed case. Black leather strap. Postage is prepaid.
19-0629 V—½ lb. .. 6.95

Snow White **6.95**

Snow White Watch. China figurine of Snow White included with watch. Red hands, numerals—white face. Chromed case, yellow fabric band. Unbreakable mainspring. Postage is prepaid.
19-0686 V—½ lb 6.95

5.95

THE TIME IS

RED | WHITE | BLUE

TIME-TEACHER WATCH

Fast, easy way for children to tell time! Red square on dial means "the time is . . ." White square directs child to white hour hand and hour numerals. Blue square directs him to blue minute hand and minute numerals. Electronically timed—with shock resistant, anti-magnetic Swiss movement. Chromed case, leather wrist strap.
19-4712 V—Wt. ½ lb. 5.95

BRADLEY CHILDREN'S CHARACTER WATCHES

Ⓐ 5.95 Ⓑ 5.95 Ⓒ 5.95 Ⓓ 5.95 Ⓔ 5.95 Ⓕ 5.95 Ⓗ 5.49 Ⓙ 6.77

Ⓐ to Ⓖ CHILDREN'S LATEST WATCHES WITH ELECTRONICALLY TIMED SWISS MOVEMENTS

[A] Space Explorer Watch. "Out-of-this-world" watch with handsome picture of space ship on dial. Anti-magnetic, shock-resistant. Chromed case, leather strap.
19-0744 V ½ lb. 5.95

[B] Roy Rogers Watch. With colorful autographed picture of Roy and Trigger on the dial. Anti-magnetic, shock-resistant. Chrome-plated case, leather strap.
19-4688 V—½ lb. 5.95

[C] Dale Evans Watch. Colorful autographed picture of Dale and Buttermilk on the dial. Anti-magnetic, shock-resistant. Chromed case, leather wrist strap.
19-4670 V—½ lb. .. 5.95

[D] Ballerina Watch. Dial shows a colorful ballerina posed on her toes. Shock-resistant and anti-magnetic. Chromed case with neat leather strap.
19-4704 V—½ lb. 5.95

[E] Yogi Bear Watch. Full-color picture of TV's Yogi Bear! Anti-magnetic, shock-resistant. Handsome chrome-plated case with leather wrist strap.
19-4696 V—½ lb. 5.95

[G] Huckleberry Hound Watch. Now a watch with a color picture of TV's Huckleberry Hound! Shock-resistant and anti-magnetic. Chromed case, leather strap.
19-4654 V—½ lb. .. 5.95

Ⓗ BOYS' BERCONA WATCH

Shock-protected, anti-magnetic Swiss movement. White dial—small second hand. Chromed case. Choice of two bands. ½ lb.
19-0793 V—Leather strap . 5.49
19-0801 V—Expansion band . 5.95

Ⓙ CHILDREN'S SPORT WATCH

Shockproof Swiss movement—unbreakable crystal, mainspring. Sweep second hand, luminous hands, hour dots. Chromed case. Black leather strap. ½ lb.
11-0791 V—Black dial . . . 6.77
11-0858 V White dial 6.77

Same as above, but with matching expansion band.
19-0967 V—Black dial 7.50
19-0959 V—White dial 7.50

ADD 10% FEDERAL EXCISE TAX TO ALL PRICES. Watches are gift-boxed.

Quality Gun Holsters

Fast Draw Holster and Buscadero Belt

Heavy top grain russet leather with lockstitched holster and pouch. Tie down thongs. Adjustable for all waist sizes. Fits Ruger, Ranger Colt Scout, Hahn "45" and other guns of like design.

4GX4495 $4.95

Pistol Sheath

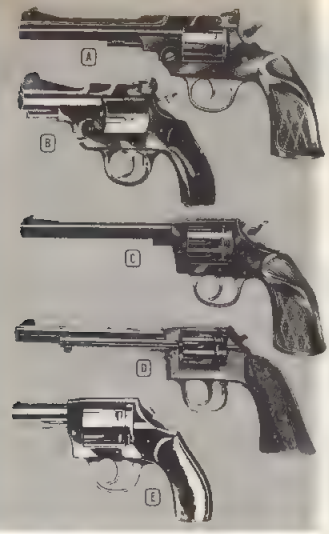
Zips open to form a soft, protective case for pistols with barrels 7" long or less. Oil impregnated woolskin, full zipper opening.

4GX4490 ..... $2.25

Snap-Open Holsters

Brown saddle leather or top grain cowhide. Available in sizes for holstering most pistols and revolvers

SEE CHART—4GX4500 only $2.95
All Others 3.50



Iver Johnson Hand Guns

(A) IVER JOHNSON "TRAILSMAN 66." Single or double action. Chrome-lined barrel gives greater protection of bore and rifling. Fires 8 22 cal. rim fire short, long, long rifle. Break open frame. Adjustable rear sight

4GX4380—4½" Barrel $40.95
4GX4382—6" Barrel 40.95

(B) IVER JOHNSON "TRAILSMAN" SNUB 66. Double or single action. Break-open frame 2¾" hard chrome-lined barrel. New positive extractor and cylinder stop. Rebounding hammer with wide spur. Partridge-style sights, rear adjustable. Tenite pocket grip. 7" long. Flash control cylinder on .22 and .32 cal models. .22: 8 shots. 32 and .38: 5 shots. All models use 4GX4508 holster

4GX4379—.32 Cal. S&W Long or Short, Colt New Police Shells $40.95
4GX4381—.38 Cal., S&W Long or Short, Colt New Police Shells 40.95
4GX4383—.22 Cal., Shorts, Longs, Long Rifles 40.95

(C) IVER JOHNSON MODEL 55-A. Fires 22 shorts, longs and long rifles—either high velocity or standard! Loading gate snaps out with just a flip of the thumb: you never remove the cylinder except for cleaning. Walnut grip. Eight shot.

4GX4386—4½" Brl. Use 4GX4510 Holster $30.95
4GX4388—6" Brl. Use 4GX4511 Holster 30 95

(D) IVER JOHNSON SIDEWINDER MODEL 50. Here's real fast-draw, straight shooting thrills. Shoots .22 cal. shorts, long, long rifles! Wide spur hammer, half-cock safety. Flash control cylinder. Push rod ejector. 8-shot. Double or single action

4GX4390 $35.95

(E) IVER JOHNSON CADET MODEL 55B-A. Small, light pocket or kit piece on solid frame. Widely used for home protection or concealed gun belt. 2½" barrel. 8 shots. Shoots shorts longs, long rifles in standard or hi-velocity

4GX4395—.32 Cal. $32.70
4GX4396—.38 Cal. 32.70

PISTOL HOLSTER REFERENCE CHART

	Stk. No.
Astra	
Auto Cub—.25 cal 2¼"	4GX4500
Auto Mod 200, .25 cal. 2¼"	4GX4500
Beretta	
Auto Jet Fire, .25 cal. 2"	4GX4500
Auto Minx, .25 cal. 2"	4GX4500
Minx Auto, 4"	4GX4501
Auto 22, 32, 38 cal	4GX4500
Colt Revolver	
Police Positive 2"	4GX4508
Police Positive 4"	4GX4512
Police Positive 6"	4GX4514
Pol. Pos. Special 4"	4GX4012
Pol. Pos. Special 6"	4GX4514
Cobra 2"	4GX4508
Cobra 5"	4GX4510
Marshall 2"	4GX4515
Marshall 4"	4GX4516
Marshall 6"	4GX4518
Courier 3"	4GX4512
Official Pol. 4"	4GX4516
Official Pol. 6"	4GX4518
Officers Mod. Mich 6"	4GX4518
Single Action Army 5½"	4GX4525
Buntline Scout 6"	4GX4525
Detective Special 2"	4GX4508
Agent 2"	4GX4508
Colt Automatic	
Junior .25 cal 2¼"	4GX4500
.32 Cal	4GX4501
.380 Cal	4GX4501
Harrington & Richardson Revolver	
922 & 923 2½"	4GX4508
922 & 923 4"	4GX4512
922 & 923 6"	4GX4514
822 & 823 2½"	4GX4508
822 & 823 4"	4GX4512
622 & 623 6"	4GX4514
929 & 930 Sidekick 2½"	4GX4515
929 & 930 Sidekick 4"	4GX4515
929 & 930 Sidekick 6"	4GX4514
632 & 633 Guardsman 2½"	4GX4515
632 & 633 Guardsman 4"	4GX4516
732 & 733 Guardsman 2½"	4GX4515
732 & 733 Guardsman 4"	4GX4516
999 Sportsman 6"	4GX4514
970 Starter 2½"	4GX4508
960 Starter 2½"	4GX4508
939 4" Ultra Sidekick	4GX4516
939 6" Ultra Sidekick	4GX4514
Defender 4"	4GX4516
Higgins Automatic	
Model 85 4½"	4GX4503
Model 80 4½"	4GX4503
Model 80 6"	4GX4506
Higgins Revolver	
Ranger 5½"	4GX4525
Model 88 6"	4GX4518
Hi-Standard Automatic	
Sport King 4½"	4GX4503
Sport King 6½"	4GX4506
Supermatic 4½"	4GX4503
Flight King 4½"	4GX4503
Flight King 6¾"	4GX4506
Duramatic 4½"	4GX4503
Duramatic 6½"	4GX4506
Olympic 6¾"	4GX4506
Hi-Standard Revolver	
Sentinel 2"	4GX4515
Sentinel 3"	4GX4515
Sentinel 4"	4GX4516
Sentinel 6"	4GX4518
Double Nine 5½"	4GX4525
Iver-Johnson	
Revolver Cadet	4GX4508
Target Mod. 57 2½"	4GX4508
Target Mod. 57 4½"	4GX4510
Target Mod 57 6"	4GX4511
Target Mod 55 4½"	4GX4510
Target Mod 55 6"	4GX4511
Trailsman 66 Snub 2½"	4GX4508
Trailsman 66 6"	4GX4514
844 Supershot 6"	4GX4514
Supersealed 8 6"	4GX4514
855 Armsworth 6"	4GX4514
Ruger Automatic	
Mark I Target 5½"	4GX4506
Standard Model 4¾"	4GX4507
Standard Model 6"...	4GX4506
Ruger Revolver	
Single Six 5½"	4GX4525
Smith & Wesson Revolver	
Hand Ejector 2" & 3"	4GX4508
Terrier 2"	4GX4508
Kit Gun 2"	4GX4508
Bodyguard 2"	4GX4508
Centennial 2"	4GX4508
Chief's Special 2" & 3"	4GX4508
Regulation Police 2"	4GX4508
Regulation Police 3" & 4"	4GX4512
Military & Police 2"	4GX4513
Military & Police 4"	4GX4516
Military & Police 6"	4GX4518
Combat Masterpiece 4"	4GX4516
Masterpiece K22 4"	4GX4518
Masterpiece K22-32-38 6"	4GX4518
Others	
Browning Auto .25 Cal. 2"	4GX4500
Other Small Foreign Automatics	4GX4500
Cody Revolver Thunderbird 4"	4GX4516
Crosman Single Six Pellet 5½"	4GX4525
Hawn Revolver 45 BB 5½"	4GX4525
Luger Auto 9MM 3¾"	4GX4507
Walther Auto .22 .32, .38 Cal.	4GX4501
Whitney Auto Wolverine 4½"	4GX4503
Winfield Auto 6"	4GX4506
Star Auto .22 Cal. Model F 4½"	4GX4501
Savage Auto .32 Cal.	4GX4501
Shemmel Pellet Gun 2½"	4GX4503
Ortegua Auto .32, 38 Cal	4GX4501
Great Western Revolver Frontier 5½"	4GX4525

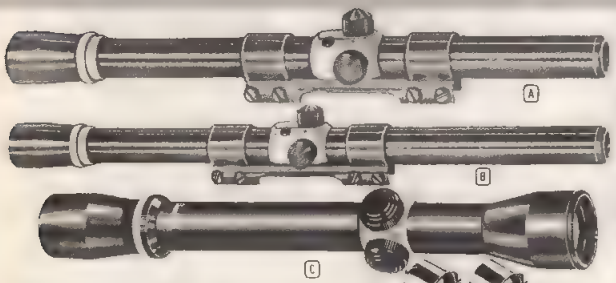
Revelation Variable Power Scope

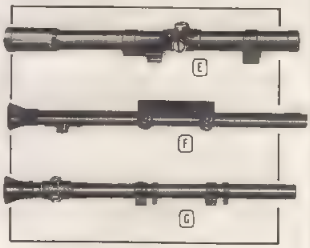
- 3x to 9x Variable Power . . . Adjusts Instantly!
- Internal Windage and Elevation Adjustments!

Gives Peak Performance at All Power Settings!

Our very best! High quality color-corrected, coated lens system gives best light transmission eliminates internal reflection Hermetically sealed for guaranteed fog free use Heavy duty black anodized aluminum frame. Field of view is from 38 feet to 12 feet. 1" dia. tube. 12½" long Fits all 1" ring mounts (see listing under "D" below) Weighs 9 ounces.

4GX9220 **$49.95**





Revelation Rifle Scopes

(A-B) REVELATION RIFLE SCOPES. 4X and 6X Revelation scopes for .22 caliber rifles. Complete with mount that fits all dovetail groove receivers. These scopes have many features usually found only on more expensive models. Extremely lightweight. Accurate click adjustments with weatherproof caps. Lenses are the very best in optics. Cross hair reticle puts you right on target perfectly. Black with gold anodized trim. Low W.A. bargain prices

(A) 4GC5115—4X Model. 4 Power.
11½", 8 Oz. . . . . $ 8.95

(B) 4GC5116—6X Model. 6 Power.
13", 9 Oz. 10.95

(C) REVELATION SCOPES FOR CENTER FIRE RIFLES. For all large caliber rifles Anti reflection coated 10 lens optics. Foggproofed with neoprene and sealed joints Adjustable cross hair reticule for accurate sighting. Protective waterproof caps. No rust, no corrosion All aluminum, lightweight, 1" tube diameter With mounting and sighting instructions

4GC5200—4X Model. 4 Power.
12½", 7 Oz. $37.95

4GX5205—2.5X Model. 2.5 Power.
10¾", 6-Oz. 33.95

4GX5210 6X Model. 6 Power.
14½", 9-Oz. 41.95

(D) REVELATION MOUNTS FOR ALL 1" TUBE RIFLE SCOPES. Split ring type. Dovetail mounting. Mount yourself with just a screwdriver! Lightweight aluminum. Permits windage, elevation adjustments to zero. With mounting screws

4GC5250—Fits Marlin 336 and Revelation 200 . . . . . $6.95

4GX5260—Fits FN Mauser Action. All Weatherby except Mark V, All Colt. J. C. Higgins 50 and 51. Husquavana FN Action. Marlin 455, Western Field or Hawthorne FN Action $6.95

4GX5281—Fits Winchester Model 88, 100 . . . . . 6.95

4GX5282—Fits all Winchester Model 70, except 300, 375 H&H 6.95

4GX5263—Fits Remington 721, 722 and 725 . . . . . 6.95

4GX5264—Fits Remington 740, 742 and 760. . . . . . 6.95

Mossberg Rifle Scopes

(E) MODEL 1A25 MOSSBERG C-LECT RIFLE SCOPE. A combination of two powers in one unit. Famous Mossberg quality built-in. Features 2.5X and 5X combination. 7-lens coated system. "Clamp-On" mount.

4GX5102—2½ and 5 Power Combination $24.95

(F) MODEL 2M4 MOSSBERG RIFLE SCOPE. For .22 caliber rifles Solid cast mount, will fit receivers that are not grooved. Tube can be set in high, low, or intermediate position. All lens surfaces are hard coated to increase light transmission

4GX5101—4 Power. $10.95

(G) MODEL 4M4 4X MOSSBERG RIFLE SCOPE. Fits all .22 rifles with grooved receivers Low mounting. All lens surfaces are hard coated Features the internal adjustment on cross hair reticle, coin-operated click screws 20-ft. view at 100 yards. 14½" long

4GX5100—4 Power $10.95

Shotgun Sights

"GLOW WORM" SHOTGUN SIGHTS. Fit any shotgun Gather more light for improved shooting **D.O.U.:** Card of 12.

4GX5130—(Guns 12-28 Ga., Plain Barrel, Ramp or Rib) $2.00

Ammunition Belts and Cartridge Carriers

(H) LARGE CALIBER CARTRIDGE BELT. Tooled strap leather belt with tapered billet. Western style. Holds 32 cartridges. Ready to lace for any size cartridge. Measures 1¾" wide Russet in color

4GC7892—Medium (Sizes 32-40);
4GC7893—Large (Sizes 41-47) $3.25

SMALL CALIBER CARTRIDGE BELT. As above, except 1¼" wide

4GC7887 Medium (Sizes 32-40);
4GC7888—Large (Sizes 41-47) $2.25

(I) CARTRIDGE SLIDE. Belt-type holds 11 large caliber cartridges

4GX7895 . . . . . $1.00

(K) CARTRIDGE BOX. Tooled strap leather front. 1¾" belt slots on back. Snap cover. Holds factory box with dividers. Russet in color

4GX7897—Medium. Holds .30-06 and Smaller $2.00

(L) ADJUSTABLE SHOT SHELL BELT. Woven web is 2" wide. Elastic web loops hold 12-ga. 16-ga. and 20-ga. shotgun shells

4GC7880—Adjustable Length. $1.05

(M) SHOT SHELL POUCH. Tooled strap leather. Belt loop on back

4GX7896—Holds 1 Box 12-Ga. Shells $2.25

Selling Prices Shown Are Approximate- Ask Your Western Auto Man for Exact Prices

Note! Jefferson musical toys for assured profits!

No. 80 SPECIAL
6-STRING GUITAR
MAHOGANY

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$4.95 RETAIL

No. 80P
with "Palomino" design.

$3.98 RETAIL

BY THE SEA GUITAR

No. 62 GREEN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

PALOMINO PONY GUITAR

No. 73 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL

THE TWIST GUITAR

No. 63 BLUE

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL

WAGON WHEELS GUITAR

No. 64 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL

LITTLE CLAMBIGGER GUITAR

No. 51 GREEN

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

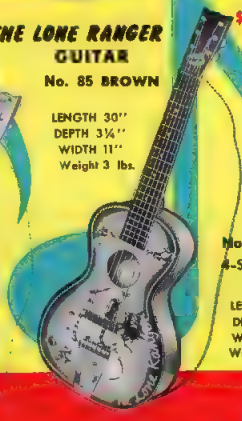
$2.69 RETAIL

THE LONE RANGER GUITAR

No. 85 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

$3.98 RETAIL



HOTEL
NEW YORKER
Room 928

No. X60 SPECIAL
4-STRING GUITAR
MAHOGANY

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
Weight 2 lbs.

$2.69 RETAIL

All Guitars decorated with two harmonizing colors. Equipped with latest wire and nylon strings and plastic pegs. Each packed in separate decorated shipping container with instructions for tuning and playing.

JEFFERSON MANUFACTURING CO.

200 FIFTH AVE., NEW YORK 10, N.Y. ROOM 263 WA 9-8220

FACTORY: 2433 N. ORIANNA ST. GA 5-0595 PHILA. 33, PA.

JEFFERSON Quality TOYS

DELUXE GUITAR No. 75

All-Wood construction. Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing.

$8.98 RETAIL

LENGTH 31"
DEPTH 3½"
WIDTH 11½"
WEIGHT 4 lbs.

Packed one dozen in shipping carton
weight 9 lbs.

COWBOY UKULELE No. 82

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

$1.49 RETAIL

HOTEL NEW YORKER Room 928

Jefferson's Cabin Cruiser No. 901

Write for descriptive folder.

$19.95 RETAIL

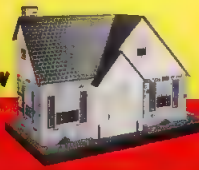
LENGTH—36"
WIDTH—19"
HEIGHT—33"
WEIGHT—18 lbs. in shipping carton

$9.98 RETAIL

BABY GRAND PIANO & BENCH

No. 830 30-Key Floor Model
2½ Full Octaves

Piano and Bench finished in two-tone colors with silk-screened decorations.
Multi-color Sheet Music with colored Key Chart.



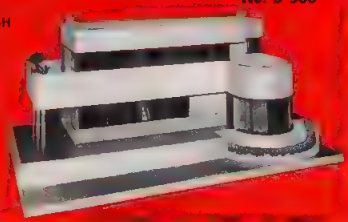
THE DIXON No. D 200

$2.98 RETAIL

20" LONG 11¾" WIDE 14½" HIGH
A four-room Doll House with extended terrace
Beautifully decorated.

This beautiful exclusive White Doll House contains six rooms with furniture, electric lights, hallway, open staircase, patio, two balconies, roof garden, Terra Cotta terrace.

THE EL DORADO No. D 500



No. 103 BEAR CHAIR

Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Attractively finished in bright Red, Yellow, Green and Blue

$9.98 RETAIL

No. 105 KITTEN TABLE

No. 104 RABBIT CHAIR

Height 25"
Width 12"
Depth 12"
Weight 9 lbs.

Each packed K. D. in corrugated shipping container

Height 19½"
Length 24"
Width 18"
Weight 16 lbs.

JEFFERSON MANUFACTURING CO.

$4.98 RETAIL

200 FIFTH AVE., NEW YORK 10, N.Y.
ROOM 263 WA 9-8220

FACTORY: 2433 N. ORIANNA ST.
GA 5-0595 PHILA. 33, PA.

$4.98 RETAIL

IT'S JOHNSON BROTHERS... Going Away!

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The 26′ Hard Top
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ABERDEEN MARINE PLYWOOD

Aberdeen Plywood and Veneers, Inc., P.O. Box 1036, Aberdeen, Wash., manufactures three marine products. Super Harbord marine fir plywood, made from Douglas fir, has jointed and plugged cores. It is produced in 3-, 5-, 7-, 9-, 11-, and 13-ply panels engineered for strength with tensile and bending qualities.

Super Harbord marine Philippine mahogany consists of Philippine mahogany veneers bonded to Douglas fir cores. Super Harborite marine plywood is a medium density overlay of phenolic resin cellulose fibers, permanently bonded to face plies of Douglas fir or Philippine mahogany. It resists checking, acid, alkalis and mold and provides a grainless surface for painting.

ESCO TRAILERS

■ Esco Corporation of Charlotte, N.C. has introduced trailers which permit the boat to be driven on and off the trailer, even under adverse conditions.

The esco 500 series trailers are designed for inboard or outboard boats 14' to 24' long and weighing from 1000 to 3000 lbs. A built-in elevator and guide force the boat to center on the keel rollers as it is driven off. esco trailers are equipped with 4-way adjustable winch stand; full roller bed support with adjustment of rollers to boat hull; structural steel frames, electrically welded; adjustable, interchangeable running gear; 3:1, 6:1 and 9:1 ratio geared winches, twin stop and tail lights with directional signals; and trim two-tone red and white paint.

ENERGY TRAILERS

■ Nine trailers are announced for 1962 by Energy Mfg. Co., Monticello, Iowa for boats weighing from 800 to 1500 pounds. Rollers and transom supports are adjustable and the larger models have automotive shock absorbers and double coil springs. Six models are equipped with a tilting bed which keeps the winch in normal operating position and enables the operator to launch a boat without unhitching the trailer from the car.

TRAILER PRODUCTS

■ Trailer Products, Inc. has modernized and improved its boat trailer kits with the introduction of eight new models ranging in carrying capacity from 620 to 975 lbs. These kits, aimed at the economy-minded mariner who won't mind assembling the parts, start at $69.50. Also new for 1962 is "The Sportsman" kit which assembles into a camping trailer that sleeps four adults. Included is a fully-enclosed fold-out tent, complete with nylon screened windows, door, etc. For full information on all these kits, send 10¢ for catalog to Trailer Products, Inc., P.O. Box 176, Kingsport, Tennessee.

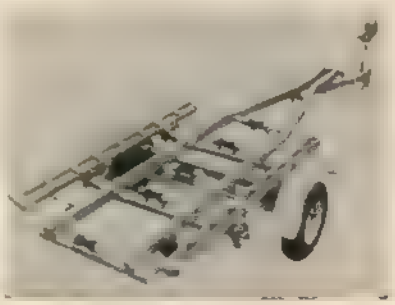
HOLSCLAW BROS.

■ Holsclaw's 1962 models feature full longitudinal roller supports that can be adjusted with a wrench in a matter of minutes to fit any boat. All Holsclaw Trailers are designed with full roller support that makes it easy for the customer to load and unload his boat. Adjustable keel rollers make it easy to adjust trailers to fit any shape.

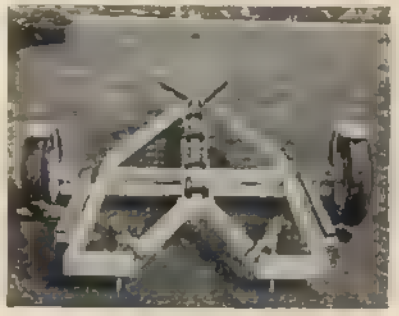
For 1962, Holsclaw offers a complete line of trailers for inboard and outboard boats up to 23 ft. in length and weighing up to 3,000 lbs. Along with the complete line of trailers, Holsclaw manufactures boat trailer accessories such as an adjustable outboard motor support and a new spare wheel bracket that makes it possible to install a spare wheel on any trailer, as well as lock it in place. Holsclaw Bros., 408 N. Willow Road, Evansville, Ind.

ONE OF NINE MODELS FROM ENERGY

ESCO'S 500 DOT MODEL HAULS UP TO 4000 LBS.



HOLSCLAW'S BW-1700 FOR BOATS TO 18'



MICHIGAN LO-LOADER TRAILER

TRAILER PRODUCTS' KIT TRAILER

COX TRAILERS

■ Cox Trailers, Inc., Grifton, N.C., manufacturers of Cox and Carolina trailers, introduces a line of 36 models which accommodate inboards, catamarans and sailboats, deep-keel glass boats and outboards weighing up to 3600 pounds. A kit is available for trailers to carry 12 to 14 foot and 15 to 16 foot boats. The company also manufactures two, four and six boat carriers and hoists, racks and test tanks for dealers.

EE-ZY TRAILERS

Ee-Zy Trailer Co., 321 W. 15th St., Panama City, Fla. introduces ten trailers for outboards, inboard-outboards and catamarans. The largest outboard size and the inboard-outboard trailer are tandems, and all except the smallest size have tilting mechanisms. Load capacities range from 450 to 2500 pounds. Prices are from $139 to $525.

MICHIGAN TRAILERS

■ Michigan Lo-Loader trailers, manufactured by the F. A. Long Company of Benton Harbor, Michigan accomodate boats from 14 to 22 feet long and weighing from 800 to 3000 pounds.

The DB-18 "Lo-Loader," is hydraulically operated permitting controlled lowering of the trailer frame for loading and launching. The trailer frame is raised by a manually-operated, self-contained hydraulic unit, without troublesome lines or hoses. Recommended for 16 to 18 ft. boats, it boasts a capacity of 1500 lbs.

ALLOY MARINE

■ Alloy for 1962 announces three lines and three price ranges. The Fleet-Master line is highest in quality. The new A-frame compact line is in the medium price class and the third line is Alloy's Volkstrailer economy line. There are 37 trailers from which to choose.

The Fleet-Master line consists of 19 models ranging in capacity from 950 pounds to 10,000 pounds for boats from 14 to 32 feet. All are equipped with adjustable extra heavy gauge steel transom support booms for boats with the new inboard-outboard drives, directional lights and welded link safety chains. Brake mounting flanges are standard from Model FM-25 on up so brakes can be installed at the time of purchase or at anytime in the future.

The new tilting A-frame compact line has four models with capacities from 900 to 1100 pounds for boats from 14 to 17 feet. Standard equipment includes winches, stop and tail lights and chains.

Alloy's tilting Volks-trailer economy line is an ideal trailer for the novice starting out with a small budget. There are four models with capacities ranging from 500 to 1000 pounds for boats from 12 to 16 feet. Two custom models are offered completely equipped with winches, bunks, rollers, tilt cables, safety chains and lights. Alloy Marine, Inc., Algonac, Mich.

(Trailers continue on page 338)

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You have
a date with
a 'living' doll
... and the entire Jolly family.
ROOM 320
200 FIFTH AVENUE • NEW YORK 10
JOLLY TOYS, INC.
THE PEOPLE'S CHOICE
Showroom: 200 Fifth Avenue • New York 10, N. Y.

Our toy plush has play appeal!

C&A toy plush has everything! In fact, more of everything. Original styling. Matchless quality. A special touch. Durable toughness with lovable appeal. Patterns and colors in wide variety. Including the newest, most appealing toy fabric of them all—Sherpa® of Creslan™ acrylic fiber—for wash-and-play toys nobody can resist at the point-of-sale. Plus a consistently advertised name readily recognized for fine quality in fabrics for all uses. So if it's really wide appeal you're after, come to C&A. Our toy plush has it.

COLLINS & AIKMAN

TOY FABRICS DIVISION

210 Madison Ave., N. Y. 16, N. Y.—MUrray Hill 9-3900

Sherpa is a TM of C & A Creslan is a TM of Cyanamid

Sales Agent & Distributor: ROXBORO SALES COMPANY • Ben Kassen • Larry Fischman

Every Toy Fair has one outstanding creation

J. Chein and Company

is proud to present

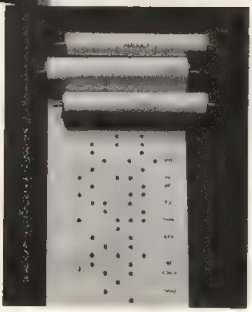
Piano Lodeon

Fully Automatic Player Piano

• one piece cabinet of rugged high impact styrene—beautifully finished detail, burgundy color, gold trim • electrically operated, easy to play—just plug in! automatic rewind, on-off switch • six long playing piano rolls included with each piano • actual keys play correct notes and chords • thirty keys cover full 2½ octaves.

*Patents Pending

J. CHEIN & COMPANY • WILLIAM STREET • BURLINGTON, N.J.
SHOW ROOM: ROOM 228 • 200 FIFTH AVE. • NEW YORK 10, N. Y.



SING-A-LONG PIANO ROLLS

Complete songs—all the words and music professionally arranged just for this amazing instrument. Printed words appear on the roll as the piano automatically plays the music. 36 titles available. New releases periodically.

To better serve the Toy Industry

KALAMAZOO SLED COMPANY + J. L. Weiner Co. = KALAMAZOO SLED and TOYS, inc.

Kalamazoo Sled and Toys, Inc. proudly announces the acquisition of the J. L. Weiner Company, manufacturer of the famous "Toddle Line" of play and educational toys.

This exciting addition to the CHAMPION line of sleds and snow toys, brings to the industry the finest, most desirable toy line in America . . .backed by a nationally known, 100 year old reputation for craftsmanship, quality, and service.

For continuous year 'round sales, feature the new fast-moving, profit-producing Kalamazoo Sled and Toys line in '62.

Kalamazoo Sled Company

Deluxe SnoLiner – the royalty of our CHAMPION sled line, handsomely fashioned of the finest hardwood, heavy gauge steel and chrome trim. Buy CHAMPIONS for profit.

The original CHAMPION Fiberglass "Flying Disc" is loads of fun for children of all ages. Rugged . . . lightweight . . . colorful.

CHAMPION — the best made, best loved, best selling sled in the whole wide world. Rugged construction grooved runners for sure steering . . . a full range of sizes . . . and most important PROFIT PRODUCERS!

J. L. Weiner Company

The famous summer "*Toddle Line*" *Sandboxes*. *Baked enamel*, body finish and vinyl coated canopy in bright summer green and yellow colors. Easily assembled . . . sturdy . . . practical. Engineered for the best looking, best selling, finest constructed, longer lasting sand boxes.

The "*Toddle Line*" *Junior Adult Picnic Tables* of rigid construction . . . first quality kiln dried timber . . . easy to assemble. *Baked enamel* emerald green and brilliant yellow.

Deskriters® . . . blackboard swings out and folds over . . . Sturdy construction, clear kiln dried pine, high gloss finish . . . colorful pegs mallet chalk and eraser included. Plus full range of highest quality blackboards — and cork pin-up boards

SLEDS AND TOYS

For additional information on these CHAMPION and Toddle Line products, call . . . write . . . or wire today

KALAMAZOO SLED and TOYS, Inc.

844 Crosstown Parkway, East — Kalamazoo, Mich. Phone 344-6114

Visit us during the Toy Fair Mar 12-17, Suite 522-523 Hotel New Yorker See the Toddle Line in Room 521

NEW! MOTORIZED

Kenner's Hit 'n Run BASEBALL GAME

Included in Kenner's $2,000,000 NETWORK AND LOCAL SPOT SATURATION TV for '62

EXCITING ACTION GAME FOR BOYS AND GIRLS!

Nothing Like It!
the ONLY BASEBALL GAME with a BUILT-IN "BRAIN"
U.S. Pat. Pend.

BATTERS RUN BASES AUTOMATICALLY!

MANY EXCITING PLAYS...JUST LIKE REAL BASEBALL!

COMMENDED PARENTS MAGAZINE

PITCHER "THROWS"
BATTER MUST "GUESS THE PITCH" to get a HIT!
Window Lights Up with Results of each Play

PORTABLE
Play It Anywhere
Uses 2 "D" Batteries (Not Included)
1 or More Can Play

© 1962, Kenner Products Co., Cincinnati 2, Ohio

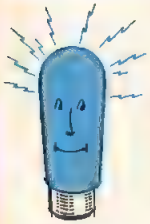
KENNER PRODUCTS CO., CINCINNATI 2, OHIO
NEW YORK REP. SHOWROOMS, ROOMS 1418-20-22, 200 FIFTH AVENUE BUILDING

Kenner's

NEW! MOTORIZED Hit 'n Run BASEBALL GAME

EXCITING BASEBALL THRILLS!

HERE'S HOW IT WORKS...



THE ONLY BASEBALL GAME WITH A BUILT-IN "ELECTRIC BRAIN"

The game that "thinks"—The players "pitch" and "bat" by setting selection levers. The "brain" does all the rest. The players move from home plate around the bases — *automatically* — nothing like it ever before!

YOU MUST GUESS THE PITCH TO GET A HIT

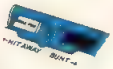
The "pitcher" "throws" a fast ball, curve or screw ball with the PITCH SELECTOR—"batter" tries to guess "pitch" with *his* selector.

WHEN BATTER "CONNECTS" HE RUNS THE BASES..

If "batter" guesses *correctly* — he "hits" the ball, and his baserunner starts running automatically—but he doesn't know whether he is safe or out, until baserunner stops running and window lights up registering single, homer, fly-out, etc.

IF BATTER FAILS TO "GUESS" PITCH, A STRIKE, FOUL BALL, ETC.

If pitcher fools batter, window registers strike, foul, etc.



BATTER CAN BUNT, SACRIFICE OR "SWING FOR THE FENCES"

Batter has choice of either SWINGING or BUNTING each time —

PRACTICALLY EVERY BASEBALL PLAY IS POSSIBLE

It is the nearest thing to the real game yet devised—everything is there but the peanuts and popcorn! You can test and improve your baseball skill in many action plays and situations.

CAN BE PLAYED ANYWHERE, ANYTIME, WITH ONE OR MORE PLAYERS

No plug-in, can be easily carried anywhere indoors or out—and played by any number of players—from one to 18. Average 9-inning game takes 20 to 30 minutes.

No. 821—Kenner's Motorized HIT 'N RUN BASEBALL GAME includes 8 players for 2 teams, colored blue and red, official scoreboard and instructions. Uses 2 size "D" flashlight batteries (not included). Packed: ½ doz.—wt. 11 lbs.

$7.95 RETAIL

PRINTED IN U.S.A. MADE IN U.S.A.

SCOREBOARD LOOKS LIKE THE REAL THING

and works like a real one, too. TURN DIALS to register inning, outs, balls, strikes and score.

Included in Kenner's $2,000,000 NETWORK AND LOCAL SPOT SATURATION TV for '62

FULL-COLOR BOX SELLS ON SIGHT

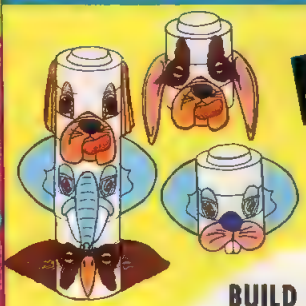
gives complete summary and pictures — enables everyone to get entire idea of the game at a glance. Size: 19½" x 13⅜" x 4⅝".

KENNER PRODUCTS CO., CINCINNATI 2, OHIO

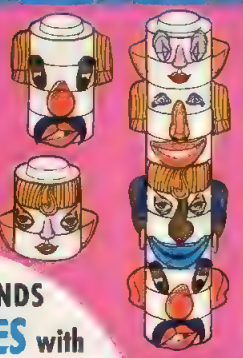
NEW YORK REP. SHOWROOMS, ROOMS 1418-20-22, 200 FIFTH AVENUE BUILDING

Build crazy mixed-up
ANIMAL FACES

Build crazy mixed-up
"PEOPLE" FACES



EASY TO DO



No. 131 • ANIMAL DOOZIES
20 FUNNY FEATURES
9 STACKING SECTIONS
. . . in big colorful box, 16½" tall

Packed asst 2 doz to carton (1 doz. each No. 130 and 131). Wt 8½ lbs. Also sold pack 1 doz per carton.

98¢ RETAIL

No. 130 • "PEOPLE" DOOZIES
24 FUNNY FEATURES
12 STACKING SECTIONS
. . . in big colorful box, 16½" tall

98¢ RETAIL

Packing See No. 131 at left BIG WINDOW STREAMER PACKED IN EVERY CARTON.

BUILD THOUSANDS of FUNNY FACES with

Kenner's Doozies
TRADE MARK

ANIMAL, "PEOPLE" and COMBINED SETS
ALL INTERCHANGEABLE

STACK 'EM *LIKE A TOTEM POLE*

MIX 'EM PARTS GO TOGETHER... STAY TOGETHER... COME APART EASILY

Patents Pending

ALL PLASTIC

THOUSANDS OF LAUGHS COMBINING
CRAZY MIXED-UP "PEOPLE" & ANIMAL FACES

STACK 'EM TWO FEET HIGH... like a totem pole.

No. 132 Kenner's Complete Funland
with 4 "People" Faces and 4 Animal Faces
24 FUNNY "PEOPLE" FEATURES
20 SPECIAL PARTS FOR ANIMAL FACES
24 STACKING SECTIONS

$7.98 RETAIL

Packed 1 dozen to a carton, weight 7¼ lbs. Big window streamer included in each carton

INCLUDED IN KENNER'S
$2,000,000 TV in '62
LOCAL SPOT SATURATION

KENNER PRODUCTS CO., 915 SOUTHGATE PL., CINCINNATI 4, OHIO

INCLUDED IN Kenner's

$2,000,000 TV in '62

LOCAL SPOT SATURATION IN MAJOR MARKETS

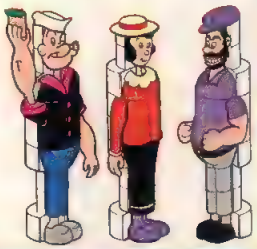
IT'S FUN TO BUILD YOUR OWN TV FAVORITES

Kenner's Popeye Doozies

TRADE MARK

© King Features Syndicate

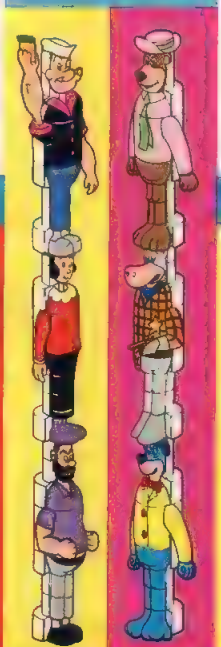
with OLIVE OYL and BRUTUS



EASY TO DO!

THOUSANDS OF LAUGHS . . .

WOW! STACK 'EM OVER 3 FEET HIGH . . .



3 COMPLETE FUNNY FIGURES

MAKE CRAZY MIXED-UP DOOZIES different every time

. . . enough all-plastic parts to make all 3 figures at same time, each over a foot high. Big full color box, 15" x 12" x 3¼".

$2.98 RETAIL

Packed ½ doz. to shipping case, weight 5 lbs.

Kenner's Huckleberry Hound Doozies

TRADE MARK

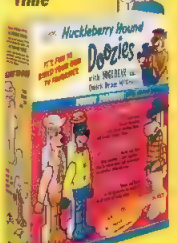
© Hanna-Barbera Productions

with YOGI BEAR and Quick Draw

Patents Pending

3 COMPLETE FUNNY FIGURES

MAKE CRAZY MIXED-UP DOOZIES different every time



No. 331

HUCKLEBERRY HOUND DOOZIES

33 STACKING BLOCKS

42 SNAP ON PARTS

. . . enough all-plastic parts to make all 3 figures at same time, each over a foot high. Big full color box, 15" x 12" x 3¼"

$2.98 RETAIL

Packed ½ doz to shipping case weight 5 lbs.

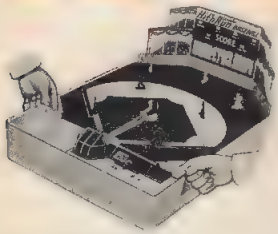
Printed in U.S.A.

SEE OTHER SIDE FOR "PEOPLE" & ANIMAL DOOZIES

MOTORIZED HOME WORKSHOP—motorized power unit operates 7 tools: wood turning lathe, machine lathe, drill, boring machine, jig saw, circular saw, and sander. Kit includes plastic "lumber", balsa wood, paints, adhesives, pegs, and illustrated project book. Safe!—stops at a touch of a finger. Operates on 3 "D" batteries.
1010/667 **LIST $9.95**

DELUXE GIVE-A-SHOW PROJECTOR with 224 color slides giving 32 all new shows of TV and all-time favorites, including Huckleberry Hound, Popeye, 3 Stooges, Rocky and Bullwinkle, Heckle and Jeckle, Dennis the Menace, and many others. Plus 21 clear Draw and Wipe-off frames to make your own shows. Uses 3 "D" batteries.
801/532 **LIST $8.00**

GIVE-A-SHOW PROJECTOR — complete new set of 16 shows, on 112 color slides including Popeye, Rocky, Dick Tracy, Mr. Ed, Mighty Mouse, and others. Operates on 3 "D" batteries
503/333 **LIST $4.95**



MOTORIZED HIT 'N RUN BASEBALL GAME—all the exciting elements of a real game. Hitter tries to guess the pitch and hits away or bunts. Players run the bases. Control window shows outcome of each play. Average 9 inning game takes 20 to 30 minutes. Operates on 2 "D" batteries
821/532 **LIST $7.95**

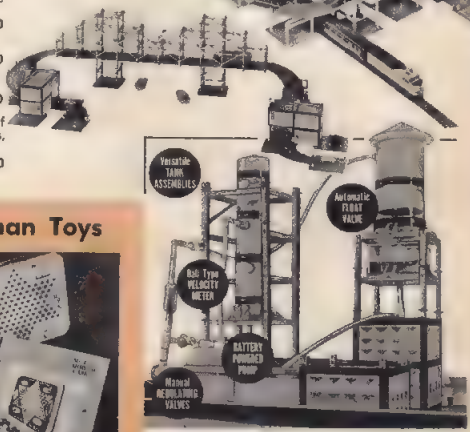
SUPER SHOW PROJECTOR—project your own animated cartoon shows with action slide figures supplied. Also projects any 6" square area such as comic strips, post cards, puzzles, drawings, etc. Plus regular cartoon slide shows of Roy Rogers, Bullwinkle, etc. included.
1301/865 **LIST $12.98**

GIRDER AND PANEL AND BRIDGE AND TURNPIKE SET—build an unlimited variety of buildings, bridges, turnpikes. Motor and power unit make structure come to life. Parts are high-impact plastic which interlock.
8/867 **With motor** **LIST $13.00**

GIRDER AND PANEL AND BRIDGE AND TURNPIKE SET
7/667 **Same, without motor** **LIST $10.00**

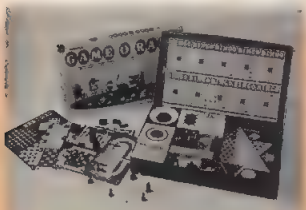
DELUXE GIRDER AND PANEL BUILDING SET
3/400 **Smaller, and without motor** **LIST $6.00**

BRIDGE AND TURNPIKE BUILDING SET—build unlimited variety of structures of amazing realism. suspension bridges, cantilever bridges, railroad bridges, highway bridges, interchanges, cloverleafs, etc.
5/333 **330 pieces** **LIST $5.00**



HYDRO-DYNAMIC BUILDING SET—build and operate industrial plants with powered hydraulic action. Structures include Oil and Gasoline Refineries, Atomic Energy laboratories, Chemical Manufacturing plants, and many more. Pipe it! Pump it! You see the flow, control the action and get exciting hydro-mechanical effects.
11/867 **LIST $13.00**

Pressman Toys



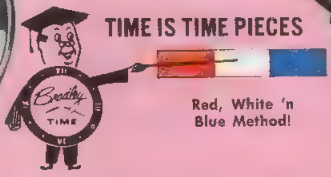
GAME O RAMA OF 77 GAMES—a chest of 77 quality games for the whole family featuring chess, automatic Bingo dispenser, metal Chinese Checkerboard. Includes 6 game board surfaces, interlocking checkers, dominoes, etc.
5554/333 **LIST $5.00**

GAME O RAMA OF 58 GAMES — similar to above, except with 58 games assortment.
3354/200 **LIST $3.00**

CHINESE CHECKERS — metal carrying case features Chinese Checkers on one side, checkerboard on the other. Complete with plastic checkers and 60 marbles.
2253/139 **LIST $2.00**

Bradley Time

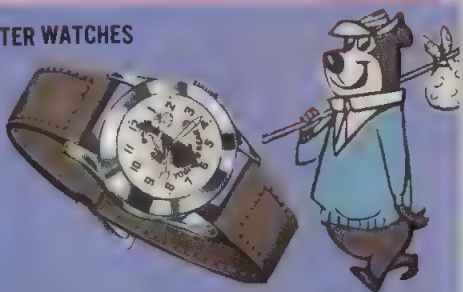
TIME TEACHER



"TIME IS" TIME TEACHER ALARM CLOCK. All your child need know are numbers and the colors red, white and blue! "TIME IS" Time Teacher alarm rings the hour for school! Chrome case with precision 30-hour imported alarm movement. 4" high.
10K1963V [419] Wt. 1 lb. 8 ozs. . . . . Retail **$5.95**

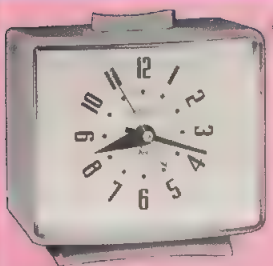
TIME TEACHER WRIST WATCH. Red, white and blue dial has minutes clearly marked, numbered. Dependable Swiss movement; anti-magnetic, shock-proof, electronically timed. Chrome case, durable leather strap
10K1447V [567] Wt. 1 lb. . . Retail **$7.95**

FAMOUS NAME CHARACTER WATCHES



DANCING BALLERINA WRIST WATCH. Girls love the dancing ballerina on the dial! Adds color to exciting watch. Has imported Swiss precision movement, electronically timed. Slim chrome plating, tailored leather band.
10K1965V [567] Wt. 8 oz. . . . . Retail **$7.95**

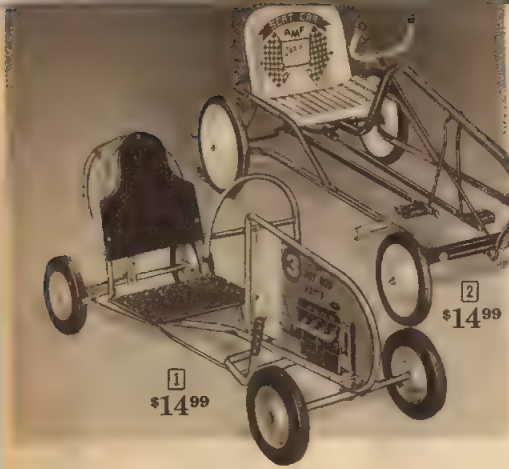
PRECISION WRIST WATCH. Colorful Yogi Bear animates dial of this dependable watch with imported Swiss movement . . electronically timed, anti magnetic shock-proof! In ch one plated case with leather strap
10K1964V [567] Wt. 8 oz. . . . . Retail **$7.95**



SNOOZ-ALARM® CLOCK. General Electric's famous Snooz-Alarm® with convenient "Read-Easy" lighted dial. When the alarm sounds you can tap the top control bar and enjoy another short snooze . . . the alarm then wakes you in about 10 minutes! Handy lighted dial. Antique White.
10K1214B [659] Wt. 1 lb. 6 ozs. Ret. **$9.98**

KRAZY CLOCK. Krazy Clock by Spartus . . . the clock that keeps perfect time . . . but, the hands and numerals run counterclockwise! Makes a uniquely memorable gift! Pocket watch styling in beautifully engraved gold-finished case, 24" gold plated chain. 110-120V, AC.
10K1207B [597] Wt. 2 lbs. . . . Retail **$8.95**

CHILTON ALARM CLOCK. Beautiful round case design anchored to handsome streamline base. Luminous hands and numerals on rich brown dial. Lustrous Ivory-finished case. Minute delineations are easy to read. Compact size: 5⅛ inches by 4⅝ inches.
10K1637B [333] Wt. 1 lb. . . . Retail **$4.95**



1 $14.99

2 $14.99

$16.44

Tot Rod with bicycle-type chain drive for easier pedaling and smoother ride

1 **Push-type Racer.** Rugged "track-burner" has aluminum-finish steel frame. 8-inch graphite-bearing wheels, 1¼-inch tires. Foot and hand brake, steering wheel. Masonite Presdwood back and seat. Over-all about 53x18 inches wide.
79 N 8965L—Shpg. wt. 22 lbs. .$14 99

2 **Pedal-drive Scat Car.** Colorful seat and airplane-type steering wheel give racy jet-age appearance. Ball-bearing pedal drive adjusts to 5 positions . . seat is raised for easier pedaling. 10-in. rear, 7½-in. front wheels; rubber tires. Retractable foot-rests. Red tubular steel frame. 47x23 inches wide.
79 N 8007L Shpg. wt. 26 lbs..... $14 99

The smaller set will be rarin' to go places in this sleek job! Jet-style steering wheel makes it a snap-to handle. Rolls softly on 10-inch rear, 8-inch front ball bearing wheels. All rubber tires. ⅞-inch tubular steel wedge frame with adjustable bucket seat. Rubber-covered roll bar. Nylon bearing *chain drive* mechanism. Fire-engine red with striking white trim. 41x23 inches wide over-all.
79 N 8976t—Shipping weight 30 pounds $16.44
NOTE: All cars on these 2 pages sent partly assembled . . easy to set up

Speed along at 2 to 5 miles an hour . .

4 $29.88 cash NO MONEY DOWN
Without battery

3 $24.88 cash NO MONEY DOWN
Without battery

$52.99 each NO MONEY DOWN
Without battery

Electric-Drive Kart

Shift from forward to reverse with auto-type gear stick

3 **Electric-powered Hot Rod . . with** crash helmet and goggles. Just step on accelerator pedal . go forward or in reverse. Won't exceed speed of 2 MPH. Pull on hand brake to stop. Made of polyethylene plastic on rugged steel base. 5¼-in. plastic wheels. 37x14 in. wide. Uses 12-v battery (not included order below).
79 N 5440LM—Shpg. wt. 20 lbs. Set $24 88
12-volt Battery for cars (3) and (4)
79 N 5704M—Shpg. wt 10 lbs. $4.99

4 **Electric-powered Stutz Searcat.** Faithfully reproduced in all its rip-roaring glory—even to a start crank that gives off realistic engine noises Goes forward and reverse up to 5 MPH with fender mounted accelerator pedal. Stops when you pull on hand brake. Red steel chassis with bulb horn, tool boxes, gas tank, spare wheel. 7½-inch plastic wheels. 42x 15⅛ inches wide. Uses 12-volt battery (not included, order at left)
79 N 5759NM—Shpg. wt. 20 lbs...$29.88

Looks as fast as a real racing kart . . yet can't go more than 5 MPH. Step on the accelerator and off you go. Pull hand brake to stop. Tubular steel frame. Rugged auto-type link steering. Big 8-inch high, 1¾-inch wide rubber tires with deep, knobby tread. Plastic foam seat. Bright red with aluminum trim. Over-all 46 inches long and 27¾ inches wide. Uses 12-volt storage battery, not included . . order below. To keep battery power up to capacity, order 12-volt battery booster 28H7169 from Sears General Catalog.
79 N 8916N—Shipping weight 45 pounds . . . . . Cash $52 99
28 N 349N -12-volt Battery, Shipping weight 41 pounds..... 8.95
NOTE: Items with suffix "N" (as 79N5759NM) shipped by freight (rail or truck) or express.

KODAK 35MM CAMERAS AND SLIDE PROJECTORS

KODAK MOTORMATIC 35 CAMERA

2244P1 ..... **$173.00**

"Most automatic of the automatics." Winds its own film. Sets its own lens. Fully automatic exposure control, automatic flash control, and spring-power-drive film advance — insure correctly exposed pictures in quick order (10 shots in 10 seconds). Signals appear in viewfinder window to indicate zone focus settings and when the camera is set for MANUAL operation. Has flash synchronization for all popular flash bulbs, Kodalite fittings, fast f/2.8 lens, and shutter speeds to 1/250 second. Retail $109.50.

KODAK AUTOMATIC 35B CAMERA

2244P2 ..... **$142.00**

Fully automatic "electric-eye" daylight exposure control, as well as fully automatic flash exposure control. The fast, highly corrected, and Lumenized f/2.8 44mm Kodak Ektanar Lens offers "zone focusing" with the words "CLOSE", "GROUP", "SCENE" appearing in the finder, as well as scale-focusing from 8 feet to infinity. Two speed Automatic Flash Shutter provides 1/80 second exposure at the "Daylight" setting, and automatically changes to the flash speed of 1/40 second at the "Flash" setting. Retail $89.50.

KODAK SUPERMATIC 500 PROJECTOR

2244P3 ..... **$150.00**

This projector combines two of the most wanted features in a slide projector — remote control operation and a changer which accepts groups of slides. No trays or magazines are needed. The changer will accept 135, 828 or 1⅝ x 1⅝-inch (Super slides) transparancies in 2 x 2-inch cardboard mounts. Single slides in glass plastic or metal mounts may be shown by inserting them directly into the projector gate. All steel body with die cast end panels and grill. 4-inch f/3.5 Projection Ektanon Lens. 500 Watt lamp. Powerful blower. Retail $94 50.

KODAK 500B PROJECTOR
with Readymatic changer

2244P4 ..... **$102.00**

The all-steel projector body with die-cast end panels and grill is mounted in a wooden case covered with a soil resistant, textured material styled in two-tone green and white. The 500 watt lamp with built-in reflector, fine condensing system and 4-inch f/3.5 Projection Ektanon Lens, produces bright, sharp images from 135, 828, or 1⅝x1⅝ inch (super slides) transparancies. Maximum cooling is assured by a powerful turbo-blower. Retail $67.95.

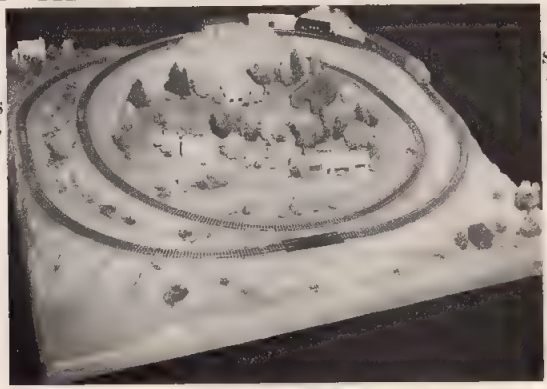
NEW

ready to run HO layout

IT'S PORTABLE!

"GOODBYE" DELIVERY PROBLEMS — CUSTOMERS TAKE IT WITH 'EM!

SEPARATES HERE



SEPARATES HERE

"Carry-Ville"

20% LARGER AREA — REQUIRES 35% LESS STORAGE SPACE!

All The Features Of The Popular Dy-O-Rama:

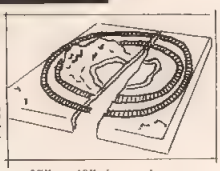
- Rigid . . . not paper-thin like many others—almost a full inch thick!
- Track is continuous 18" radius double loop
- Design and materials deaden and absorb sound
- Earthy, textured finish . . . not glass smooth
- Painted and flocked with grass, roads and paths
- Sturdy construction eliminates need for framing

PLUS . . .

- **20% Larger Area**
- **Requires 35% Less Storage Space**
- **Can Be Carried By Customer**
- **Weighs 10% Less In Carton**
- **Road Beds Scientifically Banked On Curves!**
- **No Grades Over 2% (allowing for more cars per train)**
- **New, Improved Track Alignment**
- **Over 'n' Under Bridge**
- **Separates For Easier Handling**

LIST ONLY

$27.95 EACH



SEPARATES to a compact 27" x 48" for easier storage . . . easier carrying . . . easier handling!

54" x 48" x 10" **Weight 9 lbs. with carton**

The best looking, best constructed pre-fab layout made, LIFE-LIKE's exciting new "Carry-Ville" separates easily into two parts. Now customers can carry it home with them in one compact carton . . . eliminating delivery problems! And, customers will welcome the ease of take-down and storage. Adhering to the strictest engineering requirements, "Carry-Ville" features realistically ballasted and banked road beds, grades that never exceed 2% (allowing for longer trains), perfected track alignment . . . plus the additional appeal of a bridge! No wonder you and your customers will agree there's no better buy in HO ready-to-run layouts than "Carry-Ville". This is the R-T-R layout of the year! Order early . . . order enough.

LIFE-LIKE® PRODUCTS, INC.

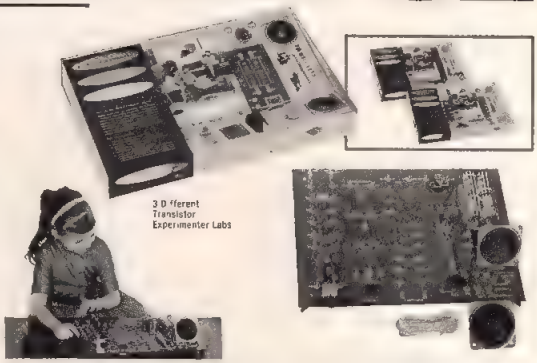
1620 UNION AVE. BALTIMORE 11, MD.

New Heathkit® Jr. Science Explorer Kits bring

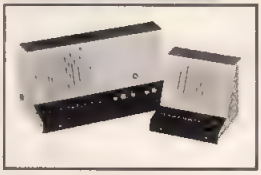
MORE PROFIT TO YOU IN '62

- **Better Quality and Bigger Line Mean More Sales for You**
- **Full Markup on Each Set Means Full Profit Each Sale—Repeatedly**
- **Pre-Sold . . . the Heathkit Name is Known by Millions . . . More Traffic for You**

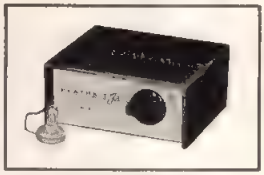
Heathkit Jr. Science Explorer Series Sets . . . pioneer in transistor science kits for young people . . . creator of the *new* items such as walkie-talkies, intercoms, and broadcasters . . . is proud to present two more sure-fire sellers . . . the Treasure Finder and the Transistor Loudspeaker . . . new in '62 . . . to bring you the most complete line in the industry . . . 13 different kits . . . in all new packaging . . . for more sales, more profits for you in '62.



Transistor Radio Broadcaster

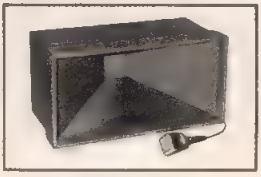


Transistor Intercom

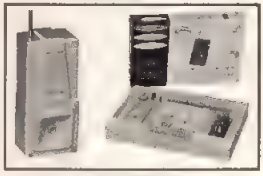


3 Different Transistor Radios

NEW Transistor TREASURE FINDER



NEW Transistor LOUDSPEAKER



Transistor Walkie-Talkies

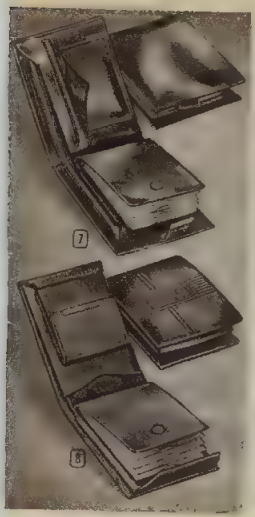
NEW PACKAGING FOR '62—The big new line of Heathkit Jr for '62 has all-new packaging! *Four-color* Telescoping boxes with SEE-THROUGH tops! *Self-selling*, there's a complete description on the left and clear plastic on the right that fully displays the many interesting and quality electronic parts and the *new* full, *natural-color* instruction manual in each set. *Pilfer-proof!* . . . the see-through top is of heavy acetate which resists punctures . . . and each top is securely taped to the base. With this new packaging, Heathkit Jr. for '62 is easier to see, easier to sell.

SEE HEATHKIT® JR. AT THE FAIR

Make Room 1008 at the Hotel New Yorker a *must* stop while you are at the Toy Fair . . . that's where you will see the 1962 Heathkit Jr. line *in action* . . . try your hand with the Treasure Finder . . . listen to the big sound of the Heathkit Jr. Transistor Loudspeaker . . . see the sparkling new packaging for '62 . . . Room 1008, Hotel New Yorker . . . or call your Heathkit representative or write Daystrom Products Corporation, Box 167, St. Joseph, Michigan.

HEATHKIT® Jr.

gifts . . . for the Practical man



handsome 2-tone leathers

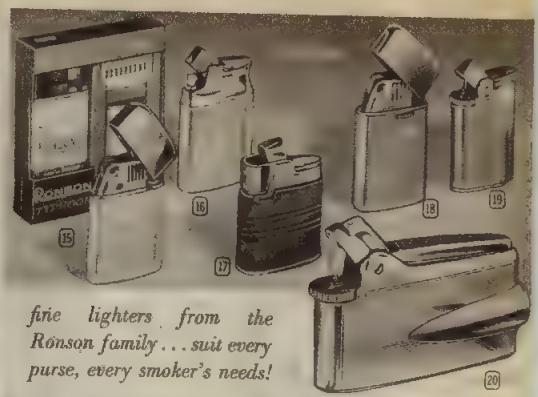
Choice **3.93** Each

7 8 DISTINCTIVE good looks and superb durability! 6 view pass cases. Two-tone Brown ZIP COWHIDE. (7). Smooth top grain leather, block bar; safety zipped bill and coin pockets.
54 J 2610. (12 oz.) 3.93

EMBOSSED SILK GRAIN CALF (8). Gusseted change pocket, key slot, card pockets, secret money pocket.
54 J 26..3 (12 oz.) 3.93

13 SCRIPTO VU LIGHTER. Fish fly in "see thru" tank.
54 J 2819. Flint wheel. (8 oz.) 3.95

14 BENTLEY BUTANE Flame adjusts. Automatic action, repeaceable fuel tank. Chrome finish.
54 J 2520. Sh. wt 8 oz. 4.95



fine lighters from the Ronson family . . . suit every purse, every smoker's needs!

15 RONSON GIFT SET. Wind-proof Typhoon lighter; flints, fuel. Silver-tone.
54 J 2515. Gift box (15 oz.) Set 3.47
54 J 2509. Typhoon Lighter only. (8 oz.) 2.82

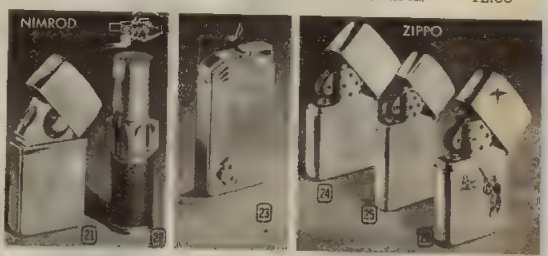
16 RONSON PIONEER AUTOMATIC. Famous Ronson automatic action at a gift-low price! Handsome brushed finish.
54 J 2516. Shpg. wt. 10 oz. .3.88

17 RONSON LITEGUARD BUTANE wind proof lighter . . . our finest! Leather cover; adj flame. One fueling lasts months!
54 J 2518. Gift boxed. (12 oz.)..... 15.66

18 RONSON WINDLITE BUTANE . . . gives many lights on one fueling. Flame control, windproof shield. Silver-tone finish.
54 J 2513. Gift boxed. (14 oz.) . . 8.47

19 RONSON VARAFLAME STARFIRE butane lighter for milady or for men who want a smart, slim style. Lasting butane fill.
54 J 2512. Gift box. Gold tone (12 oz.).13.77

20 RONSON VARAFLAME BUTANE . . . a superb lighter for men! Stays fueled for months! Adjustable flame. Chromed.
54 J 2511. Gift boxed. (15 oz.) 12.66



21 NEW! NIMROD. Chimney-action for pipes. Flint type. Fiberglass wick.
54 J 2507 (8 oz.).....3.50

22 NIMROD PIPE lighters with flint-wheel action; fiberglass wick.

EXECUTIVE. Gold-tone and stand leather.
54 J 252.. .10 oz.) 4.95

ALL CHROME.
54 J 2522. (8 oz.) 3.95

23 MUSICAL lighter . . . plays a delightful tune every time he lights up! It's a marvelous, practical Christmas gift for the smokers on your list —a smart conversation piece and, such a terrific buy at our gift-low price. Automatic action, handsome gold-tone finish. (8 oz.)
54 J 2528 3.93

24 ZIPPO WINDPROOF with the famed windshield. (10 oz.)
54 J 2523. Chrome finish.... 3.50

25 ULTRA SLIM ZIPPO. Windproof dependability. (8 oz.)
54 J 2527. Chrome finish..... 4.75

26 ZIPPO SPORTSMAN . . . wind proof lighter with colorful scene for y.s outdoorsman. Chromed.
54 J 2524. Huntingscene (10 oz. 4.75
54 J 2525. Fishing scene (10 oz) 4.75

See Page 243 for Budget Power—buy all your needs at Spiegel

CLIMB ABOARD THIS PROFITABLE WAGON!

LINK-MOBILE DIVISION, Northwestern Motor Company, Fairmont, Minn.

TELL ME MORE about a Link-mobile franchise for my area.

Name_____

Title _____

Company_____

Address_____

City & state_____

(For More Information Circle No. 106 on Page 183)

Franchises now available coast to coast for performance-proved new Link-mobile

A franchise is only as good as the product. That's why we've proved our golf car before going to national distribution. The Link-mobile was first made simple in design, then proved trouble free in over two seasons' use on midwestern golf courses. Climbed hills up to 35° grade, delivered speeds to 10 mph, went 72 holes on a tank of gas. Best of all, the Link-mobile proved its simplified design, gasoline operation cut maintenance to the barest minimum.

Now, with car performance a certainty, Link mobile franchises are offered to manufacturers representatives and dealers coast to coast. And like the car design, the franchise agreements are simple, trouble-free. Cash in on the expanding golf car market . . . return coupon for more information. Service facilities desirable. Link-mobile cars are made by a company with over 50 years experience in providing motorized equipment to industry, government, railroads.

Link-mobile®
DIVISION
NORTHWESTERN MOTOR COMPANY

New Big T Trap-Eze With Deeper Trap

A new fielders model in the '63 Rawlings glove line, the Big T Trap-Eze provides a deeper and bigger ball trap than previous gloves. The web is cut in the form of a T, with the web base and pocket cut on one continuous pattern. A special spiral wrapping at the top of the web opens the large, deep pocket. Lacing connecting the new web to the thumb and forefinger is one continuous piece of leather, eliminating the possibility of weak knots or connections. **Rawlings Sporting Goods Co.**

(Circle No. 726 on Page 183)

Free Planning Service

Free store planning service is available from the manufacturer of Lozier's flexible, durable shelving and fixtures. Details are provided on request. **Lozier Corp.**

(Circle No. 727 on Page 183)

Fly Components on Display Cards

All packaged materials in Tack-L-Tyers spinning, fly and jig tying kits are mounted on display cards to prevent muss, fuss or loss. Larger, complete kits for streamers, wet, dry and bass flies, as well as nymphs, bugs and jigs are featured in kits that include materials, vise, hooks, and instructions. A natural color chart is printed on the box. **Tack-L-Tyers.**

(Circle No. 728 on Page 183)

FREE!

ARCHERY'S FINEST CATALOG

92 Types of Archery Products
(19 Brands of Bows Alone)
Write Today for Complete Catalog

Robin Hood

SAVE MONEY!
Buy All Your Archery Equipment From ONE SOURCE

THE ROBIN HOOD ARCHERY CO.
World's Largest Distributor of High Quality Archery Tackle
215 Glenridge Ave., Montclair 2, N. J.

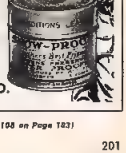
(For More Information Circle No. 107 on Page 183)

SNOW-PROOF

Leather's Best Friend

Softens, Preserves, Waterproofs

GET YOUR SHARE of the profitable SNOW-PROOF business. Nationally advertised. Brings in new customers; brings back old customers. Snow-proofs, water-proofs, reconditions leather boots, shoes, gloves, footballs, shoulder pads, etc. Stops dry rot. Prevents mildew. Odorless, colorless, not sticky. Sold only in Big mark Brown cans. Retails at 2¼ oz 59c, 1 lb. $1.98, 5 lbs. $6.95. Money-back guarantee. Descriptive folder and sample can sent FREE on request.



Dept. 3 THE SNOW-PROOF CO.
LIVONIA, N. Y.

(For More Information Circle No. 108 on Page 183)

On the Selling Side....

A Profile

Frederick C. Bruns

"THE FUN in advertising is seeing the sales grow. The fun is in the selling."

This quote, appropriately, belongs to the man whose approach to advertising helps keep the Yo-Yo in its state of perpetual motion and played a strong part in molding Silly Putty into one of the hit items of all time in the toy industry. He's also the man whose promotion efforts during an eight-week test period in Cincinnati led to the sale of 12,000 dozen Skip-Stiks.

The man is Frederick C. Bruns, president of the Bruns Advertising Agency, Inc., New York City. A veteran adman, he first became known for the distinctive images he created for companies and their products. It was he, for instance, who coined the name Velveeta for a cheese and shared in originating such campaigns as "Call for Philip Morris."

Mr. Bruns' energy, zeal and creative thinking are reflected in every move his agency makes. Understanding the dynamics of toy advertising as few people do, he explains his company's success record in this way.

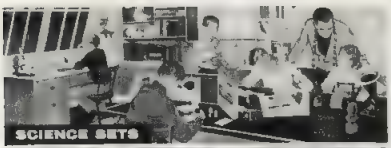
"We've simply taken the principles used in big-agency operation—cigarettes, whiskey, airlines, and so on and applied them to the selling of toys." (His toy company clients include Hassenfeld Bros., J. Chein, and the Donald F. Duncan Company.)

There's one area, however, in which Mr. Bruns departs from big-agency thinking. He discards as nonsense the idea of a "national" advertising campaign for toys. "The country is much too big to be taken by anybody in one swoop." Instead, he believes in testing each toy in a few markets. If the toy tests well, then it's promoted market-by-market across the country.

The emphasis is constantly on *sell* (and largely personal sell) where this toy specialist is concerned. "The successful advertising agency of to-

(*Continued on page 90*)

LIONEL



THE LIONEL CORPORATION, 15 East 26th Street, New York 10, N. Y.
1423 Merchandise Mart, Chicago, Ill. • West Coast Office: 1355 Market St. San Francisco, Calif.

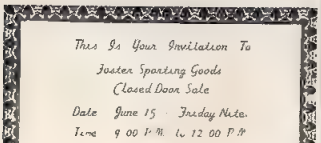
The All-Around Line That Really Moves!

Eagle

PLAYBALLS · BALLOONS · ATHLETIC BALLS

Boost sales and profits . . . by stocking the fast-moving Eagle line. Sponge balls, inflated balls, balloons and athletic balls. All types, sizes, colors. Floor and counter displays to fit your store's mass merchandising needs, too. For more information, write today to:

EAGLE RUBBER CO., INC.
ASHLAND, OHIO


This Is Your Invitation To
Foster Sporting Goods
Closed Door Sale
Date June 15 Friday Nite.
Time 9 00 P.M. to 12 00 P.M.
Admit Two
to Foster Sporting Goods — 1918 S E Foster

Every customer had to have an invitation to gain admittance unless he was with somebody who did have one.

Picks Up Extra $7,000 Volume With 3-Hour Closed-Door Sale

A closed-door sale at Foster Sporting Goods, 7918 Southeast Foster, Portland, Ore., produced $7,000 in on-the spot sales between 9 p m and midnight according to Henning Heistrom proprietor Positive effects still were being felt in September, three months after the event, as credit customers, stimulated into renewed loyalty, continued repeat business

Heistrom announced the promotion with a letter and enclosed invitation, good for two persons, stating

"Your support as a preferred customer has contributed to the growth and success of this firm tremendous.y Therefore, we are holding this gigantic closed door sale for you people only"

Jim Conway, who conducts an Outdoor Sportsman TV program, was on hand to answer questions Door prizes were awarded every half hour from a drawing of charge account numbers Customers also enjoyed free coffee and doughnuts.

Heistrom's letter emphasized a special value in each of nine departments, as, in the gun department, a leather handled knife axe combination, $4.95. In camping a 9x12 cabin tent $52, golf, ball bearing wheel cart, $14.88, and athletic department, 110-pound barbell set $23 50 Comparative prices were stated for each leader

The letter closed on an exclusive note with the warning "No person will be admitted to this sale without the attached invitation."

Seely Johnston Selects Slate for Hall of Fame

Seely Johnston Johnston's Sport Shop Champaign, Ill., was selected by the Champaign Urbana News-Gazette as chairman of a committee to select Champaign High School nominees for a Champaign-Urbana Sports Hall of Fame, honoring and remembering outstanding local high school athletes Jack May of the Urbana school board headed a similar committee in the other twin city

Voting was turned over to the local sports fans after Johnston and May picked their candidates, assisted by suggestions from old timers and former sports editors, including Eddie Jacquin now press relations director of Olin Mathieson Chemical Co at East Alton, Ill

Lohman BIRD AND GAME CALLS

THE CALL OF CHAMPIONS

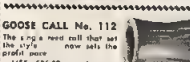
THE NATIONALLY ADVERTISED PRE-SOLD LINE

Attractively packaged in easy-to-store, easy-to-display containers for your convenience

Made from the finest materials known to the Call-makers' art . . . hand, dense Walnut and Cherry and resonant Cedar woods . . . tuned and tested by an expert

EVERY CALL CARRIES AN UNCONDITIONAL SERVICE GUARANTEE

DUCK CALL No. 103
Old Reliable — for 17 years the No 1 quality call at a quantity price.
LIST $30.00 per dozen.

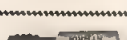


GOOSE CALL No. 112
The single reed call that set the style now sets the profit pace
LIST $36.00 per dozen.

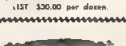
SOLD THROUGH JOBBERS ONLY

CROW CALL No. 104
Top seller in the fastest growing sport of the shooting world
LIST $30.00 per dozen

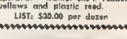
PREDATOR CALL No 111
The off season profit maker the most popular call on a popular new sport
LIST $30.00 per dozen



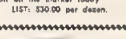
SQUIRREL CALL No. 109
Newly designed for one hand operation Walnut and rubber bellows and plastic reed.
LIST: $30.00 per dozen



QUAIL CALL No. 115
Largest selling Top-notch Quail call on the market today
LIST: $30.00 per dozen.



DUCK CALL No. 200
Big, "hand full" size that shows a big, hand full profit
LIST $39.40 per dozen.



GOOSE CALL No. 201
Companion Call to the No. 200 duck call big selling, big profit twins
LIST $39 40 per dozen

- TURKEY CALL No 110 — $ 2.50 each
- CHUKAR CALL No 117 — $ 2.50 each
- DUCK CALLING RECORD—"The Fundamentals of Duck Calling" — $10.00 per dozen
- DELUXE DUCK CALL No. 105 — $ 6.00 each
- CARVED DUCK CALL No. 107 — $15.00 each
- DELUXE CROW CALL No 106 — $ 5.00 each
- DELUXE GOOSE CALL No. 113 — $ 7.00 each
- CARVED GOOSE CALL No. 114 — $16.00 each

Profit-conscious sporting goods dealers are invited to contact your jobber now, or write

Lohman MANUFACTURING CO.
NEOSHO, MISSOURI

(For More Information Circle No. 205 on Page 183)

Enjoy the Freedom of a Beautiful, Seaworthy '62 LYMAN!

Feel wonderfully free in a smart new Clinker-built Lyman!

Free of worry, for one thing . . . Lymans are **completely** Clinker-built, keel-to-rail, have round bottom design. Result—Lymans are seaworthy, dry-riding, comfortable.

Free of feeling cramped and confined, for another thing . . . Lymans have generous beam, depth and length; have plenty of seating, storage and open space. Result—Lymans are roomy, easy to move around in.

The beautiful Lyman line for '62 includes the sensational 24′ Inboard Sleeper and 20′ Inboard Runabout; the 18′ Inboard-Outboard and the big, new 20′ Inboard-Outboard; the 16 and 18′ Outboards.

Lyman boat builders blend tradition and progress. Long experience has shown Lyman Clinker construction and fine craftsmanship are unsurpassed for building seaworthy, long-lasting pleasure boats. At the same time, Lyman designs for today's speed, comfort and style requirements.

Send now for free illustrated brochure showing all models and accessories . . . and the name and address of your nearest Lyman dealer.

Lyman BOAT WORKS

1621 FIRST ST. • SANDUSKY, OHIO

GREBE

CUSTOM BUILT YACHTS

-the culmination of 50 years of leadership in fine yacht building

There's nothing just like one!

"The 65"

Truly they are in a class by themselves—and since each is designed, built and equipped to meet the requirements of its owner, there's nothing just like one. A GREBE custom built yacht is **distinctively your own**—a source of pride and satisfaction anywhere—in home port or on open seas. Those who know boats agree that for seaworthiness, smart styling, performance and luxurious comfort, there's no equal value today.

INQUIRIES INVITED ON MODELS 48 TO 100 FT.

Flush deck or cockpit design.

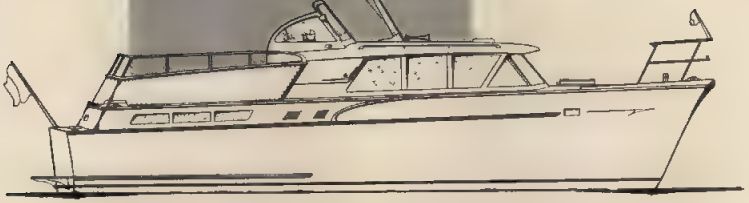
"The 54"

HENRY C. GREBE & CO., INC. / 3250 N. WASHTENAW AVE. CHICAGO 18, ILL.

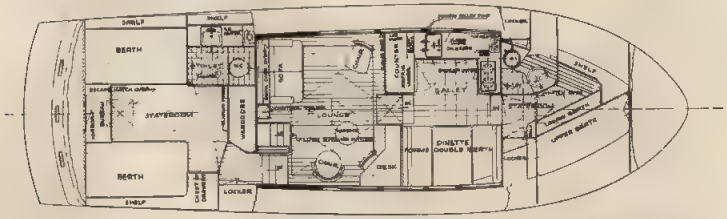
SOUTHERN REPRESENTATIVE: JOSEPH J. ROBBINS,
6 S. HIBISCUS DRIVE, MIAMI BEACH, FLA.—JEfferson 8-3651

STEVENSON
INTERNATIONAL Corp.
presents...

The Regency 42



Superbly new . . . an incomparable luxury cruiser combining the exotic woods and craftsmanship of the East with the most advanced design and modern equipment of the West . . . for a limited and fortunate few. / Philip L. Rhodes designed her for seaworthiness and luxury — we set no limits. She's solid teak, with hand detailing and hand rubbed wood work gleaming in the beautiful interior. We didn't tank test her – we took her to sea for months to make her perfect. / She's ready now. You can inspect her sound construction and lavish appointments, test her seakindliness and liveability, satisfy yourself that she represents a proud and practical investment. And — pleasant surprise — she can be yours for thousands of dollars less than many mass produced stock cruisers. / A limited number of Regency 42's will be available for Spring delivery. Inspection appointments can be made at the National Motor Boat Show in New York or by contacting Marine Associates Limited, Inc.



THE REGENCY 42 Designed by Rhodes to cruise seven in luxury. Ideal for entertainment or extended cruising. Twin screw power options, diesel or gasoline, provide speeds to 30 m.p.h. Lavishly detailed lavatories, shower fully equipped galley and dinette, unique privacy. Teak paneling and furniture, individual decorating. Write for further details and appointment to inspect in the New York area.

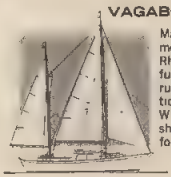
MARINE ASSOCIATES

LIMITED INCORPORATED

P.O. Box 1315, Steamboat Road, Greenwich, Conn.

VISIT BOOTH C-30 NATIONAL MOTOR BOAT SHOW, N. Y.

VAGABONDIA 38



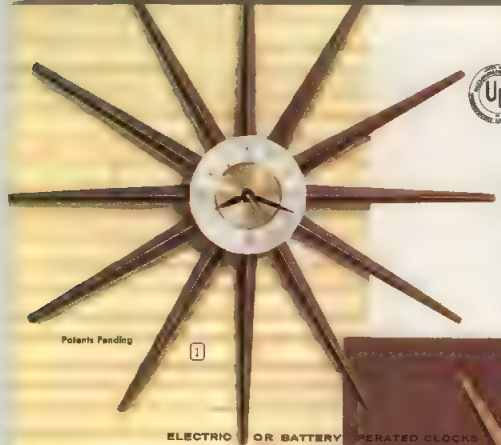
Magnificent new motorsailer by Rhodes. Beautifully finished, rugged construction. Cruises 6. Wide range, shoal draft. Write for details.

Mastercrafters

"DECORATOR LINE"

ACCURATE SELF STARTING ELECTRIC AND BATTERY OPERATED CLOCKS

Every clock can be mailed parcel post



1 WALNUT STAR. Removable natural walnut grain vinyl spokes set off a white and gold center metal dial with raised diamond shaped indicators. Battery

10K1703P [1497] Wt. 3 lbs. . . . . Retail $24.95*

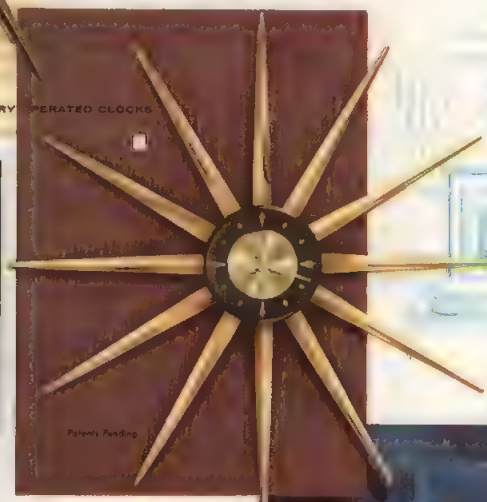
2 MASTER STAR. All metal wall decorator clock. Removable bright brass finished metal spokes. Clock will operate about one year on one 1½ volt flashlight battery. Easy to read 7" dial with diamond shaped indicators. Can be shipped Parcel Post.

10K1344P [1350] Wt. 4 lbs. ..... Retail $22.50*

Prices are subject to Federal Excise Tax.

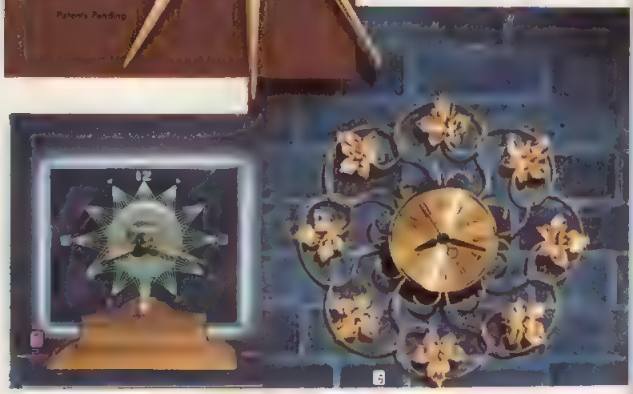
3 AURORA. Richly plated, clean design with easy-to-read 5¼" dial. Here's beauty for any room. 12" across, 2¼ lbs. Electric.

#524 ..... Retail $8.95



4 PERKY. Realistic action! Looks like coffee perking! Hang on wall or stand on shelf or mantle to add a friendly note to kitchen or den. 7½" x 7½". Wt 1 lb. 8 oz.

10K532B [627] Chrome . Retail $9.95*
10K533B [627] Copper Retail 9.95*



5 TELEVISION STARLIGHT. The perfect clock for television viewing. Switch controls lighting of ¼" glass dial. Soft glow ideal for bedroom or living room. Satin gold finish, metal base, 9" high, 8½" wide.

10K537B [1017] Wt. 4 lb. 8 oz. Ret. $16.95*

6 DUNDEE. Graceful design leaf and stem all metal decorator wall clock, plated finish. 17" overall. 5½" dial. Electric.

10K1607B [657] Wt 3 lb. 4 oz. Ret $10.95*

CLIFFORD W. JACOBS

'Barbie' and 'Chatty Cathy' go in business for themselves

Mattel achieves the ultimate as other manufacturers come to them for licenses to use names of these popular dolls for a variety of lines, says Cliff Jacobs, marketing vice president

■ Manufacturing under license is certainly not a new thing to the toy industry, but the way it's being done by Mattel, Inc., is certainly unique.

Toymakers for years have made products under license from sources outside the toy industry—the Roy Rogers products, or the Disney lines are good examples of this.

But Mattel for the past two years has been building a growing list of licensed manufacturers in their own field, toy manufacturers who are busily making products which are sidelines to, or which complement, Mattel products.

Currently—and there are others in negotiation—Mattel's list of licensees includes such companies as Advance Pattern Co. (Barbie costume patterns); Emenee Industries, Inc., (electric Barbie phonograph); Kiddie Brush & Toy Co., (Barbie doll bed); Standard Plastics Co., (Barbie items including vinyl doll case, trunk, wallet, travelling case); Worcester Toy Co., (Barbie tea set); Roclar Company (toiletries); G. C. Wood Company (Chatty Cathy laundry set).

At this point most of the company's licensing activity involves products allied to two of its popular dolls—the Chatty Cathy talking doll and the Barbie teen-age fashion model doll. Successful merchandising of these two dolls has made them well-known characters, around which a complete line of licensed sideline products has been and is being fashioned.

Although Mattel had thought -admittedly quite casually—about entering the licensing field for some time, it got into it "almost by accident" nearly three years ago, according to Clifford W. Jacobs, vice president-marketing.

"We had, from time to time, discussed the possibility of having other manufacturers make, under our license, articles which would go well with our Barbie doll," says Jacobs, "but we just hadn't got around to doing much about it."

Standard starts it

Then, at the March, 1960, Toy Show in New York City, Jacobs was approached by Mickey Graubard, a manufacturer's representative for Standard Plastics Co. of Plainfield, N.J.

"He said he had something to show me," said Jacobs. "I went with him to a little room where he took the wrappings off a doll case similar to one they already had been making—but this one had the 'Barbie' name boldly emblazoned on it. It looked good, and I was impressed."

That meeting led to Mattel's first licensing activity—for Standard Plastics to make a Barbie doll case. The case was immediately a huge success—and it was followed by other articles made by Standard Plastics under Mattel license for the Barbie line—a traveling case, a wallet, and other similar items —all of Barbie merchandise and other licensees.

This taste of licensing success was the kick-off of a new type of activity for the company which is a carefully nurtured and highly selective process.

Jacobs insists that it isn't just the money—which admittedly is considerable—that creates all this interest in licensing. There are other considerations.

High in importance among these is the feeling that these licensed items are a distinct sales aid to Mattel dealers in that they provide tie-in sales potential for the retail dealers. The sideline items give the retailer an opportunity to maximize his sales because of the relationship of products which can boost his overall sales volume, Jacobs points out.

In some product areas Mattell actually merchandises the licensed product along with the license manufacturer. In others, the sales and distribution of the licensed product is completely separate.

In every case, however, the licensed manufacturer is protected by Mattel's firm policy of exclusive licensing.

First, all products to be licensed must tie-in logically and naturally to the Mattel product, Jacobs points out. All prospective licensees must submit sample products for evaluation. This evaluation takes into consideration several qualifications, including size and stability of the company, its distribution channels and efficiency, the quality of the product itself, the value of the product, and the company's packaging methods.

A top-level committee does this evaluation. It includes Elliot Handler, president, Ruth Handler, executive vice president; Jacobs; Herb Holland, national sales manager, and Jack Jones, television advertising manager, who also supervises licensing operations.

Mattel is the first toy manufacturer to develop its own characters and then develop a licensing program utilizing these characters for identity of the licensed product. It intends, says Jacobs, to carry this activity into its new television show, "Matty's Funnies, with Beany and Cecil," which began in January on the ABC television network.

Mattel controls all licensing connected with the characters in the new television show, Jacobs says, and plans to license a number of products in that area. Some, he adds, already are under consideration

20", true to life doll, says 11 different phrases at random at a pull of the magic ring. Movable head and arms; rooted, "setable" saran hair.
681/949 **LIST $16.00**

You can tell it's

MATTEL

it's SWELL

CHATTY CATHY 5 WAY STROLLER—flip-back fringed canopy and removable body of rugged, quilted, washable vinyl. 29" high frame with plated handle and top rail. Converts to car seat, bed, sleeper. Wardrobe carrier included.
358/599 **LIST $9.00**

ALL OF CATHY'S CLOTHES AVAILABLE

"I'M CHATTY BABY"—I talk, I cry, I laugh." Cute, cuddly 18-month-old tot, says 11 different things at random. Life-like closing eyes, movable arms, legs, and head, rooted hair.
326/960 **LIST $16.00**

CHATTY BABY STROLL-A-BUGGY—9 way wonder converts to stroller, swing, bed, rocker, car seat, etc. Holds Chatty Baby as well as any other doll up to 20". Made of strong, washable vinyl, patterned; on sturdy steel frame.
359/999 **LIST $15.00**

CECIL AND HIS DISGUISE KIT—24" Slim Cecil in soft plush, with a pliable personality that can be shaped into any position. Complete with 15 different disguise elements to change him into any one of over 18 different characters
738/534 **LIST $8.00**

Slim Cecil, only
737/267
LIST $4.00

CASPER—the talking ghost. 15" rag doll in terry cloth costume with attached hood says 11 different "ghostly" sayings at random, at pull of magic ring.
732/549 **LIST $9.00**

(A) BUGS BUNNY TALKING DOLL—"What's up Doc?" Big 26½" plush bunny, with vinyl face and hands, and famous carrot. Says 11 different wisecracks in his own famous voice.
743/867
LIST $13.00

(B) TALKING CECIL—big 18" plush "seasick serpent," says 11 different phrases from his TV show at pull of magic ring
735/967
LIST $14.00

14½" CECIL—similar to above, in soft, huggable plush with movable eyes. Sits up and bends forward and backward, side-to-side. Without voice.
736/467
LIST $7.00

(C) TALKING BEANY—17½" huggable doll says 11 different phrases at random, at pull of magic ring. Dressed in twill shirt and corduroy overalls, with Beany-Copter. Vinyl head, feet, and hands
733/667
LIST $10.00

BEANY BOY DOLL—15" huggable doll, similar to above, but without voice
734/399
LIST $6.00

"42" *Fly Bridge* Double Cabin

—new, styled as Flush Deck model
—also available with aft cockpit
Sleeps 6—two heads

"42" *Convertible* Sedan

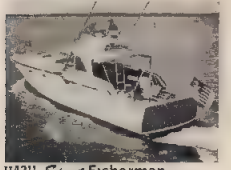
—one of the most popular Converts from open to closed deckhouse in one minute. Sleeps 6

"42" *Martinique* Express

—fast, smartly styled express type ideal for fishing. Fly bridge available with dual controls. Sleeps 4 to 6

"42" *DeLuxe* Sedan

—hundreds of owners have found it the ideal mode. for cruising. Six different interiors. Sleeps 6



"42" *Sport* Fisherman

—ideal for deep sea fishing. Sleeps 4 to 6 and has complete fishing gear available. Gas or diesel power

The Fleet's in—for 62!

AMONG the five different 42-footers you'll find a choice of interior arrangements to suit the requirements of any yachtsman's family.

In the larger 52-footer you can choose an interior plan to sleep up to 10 people. This model is perfect for long-distance cruising.

Matthews quality, workmanship and finish is traditionally superior among American cruisers. You'll find Matthews rates the "blue-ribbon" everywhere for top quality and prestige.

Before you buy any boat, take a ride on a Matthews "42" or "52" and you'll know why owners have raved about their performance for 72 years.

Write today for any catalog and price list or see them at the Boat Shows.

THE MATTHEWS CO.
PORT CLINTON 4, OHIO
DEALERS COAST-TO-COAST
In Miami: Matthews Cruisers, Inc., 1825 Biscayne Blvd.

"Wherever you cruise . . . you'll find a Matthews"

"52" *Fly Bridge* Cruiser

—our largest cruiser and very complete. Also built as a Sedan or Fisherman type. Sleeps 8 or 10 and is available as shown with flush deck—or with aft cockpit.

"42" *Fly Bridge* Double Cabin

—newly styled as Flush Deck model —also available with aft cockpit Sleeps 6 — two heads

"42" *Convertible* Sedan

—one of the most popular. Converts from open to closed deckhouse in one minute. Sleeps 6

"42" *Martinique* Express

—fast, smartly styled express type ideal for fishing. Fly bridge available with dual controls. Sleeps 4 to 6.

"42" *DeLuxe* Sedan

—hundreds of owners have found it the ideal model for cruising. Six different interiors. Sleeps 6

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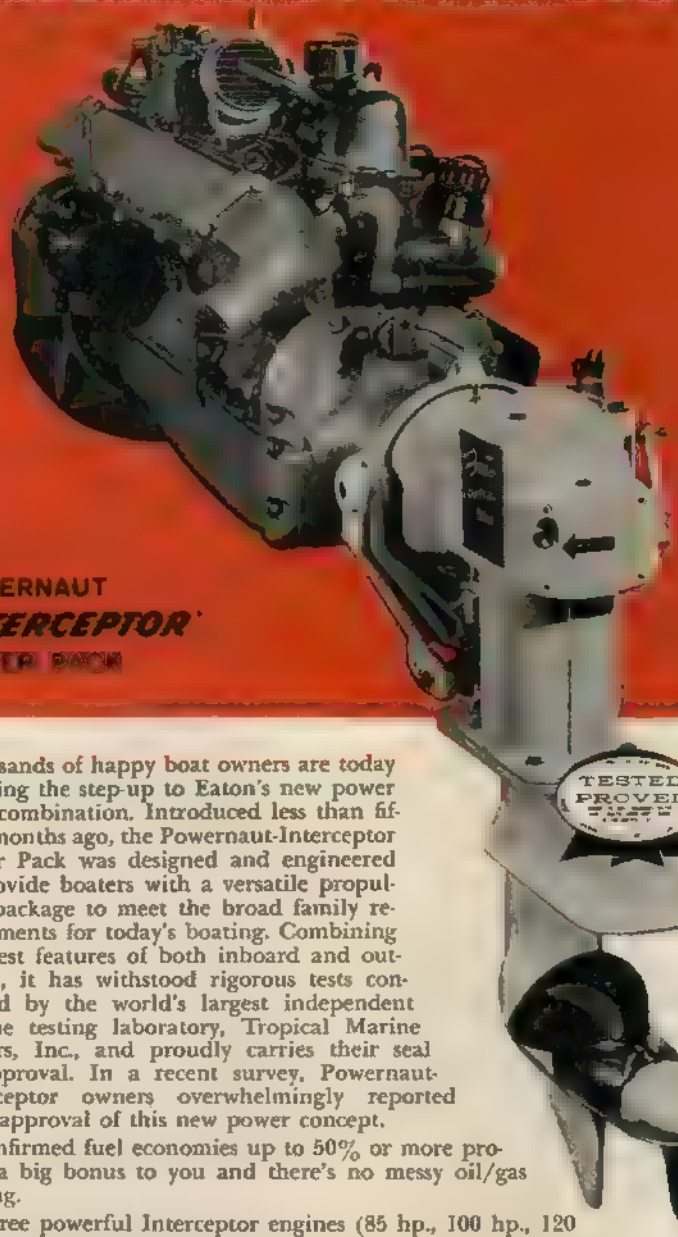
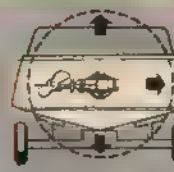
"52" *Fly Bridge* Cruiser

—our largest cruiser and very complete. Also built as a Sedan or Fisherman type. Sleeps 8 or 10 and is available as shown with flush deck—or with aft cockpit

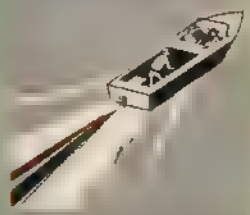
THESE EATON MARINE PRODUCTS



POWERNAUT
INTERCEPTOR
POWER PACK



360° Swing allows propeller changes to be made when boat is afloat gives access to any part of drive



Full Power high torque inboard engines with economical operation

Quick Hook-up or removal of drive from engine by flipping single lever

Full Safety Tilt allows kick up above boat bottom avoiding damage from underwater objects and shallow water Locks up for beaching.

Matchless Maneuverability with direct propeller steering instantaneous clutch response in forward and reverse shifting

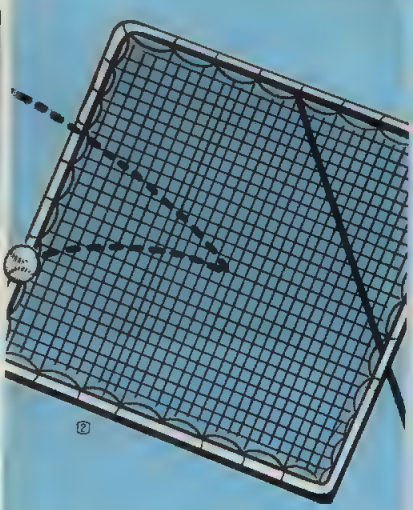
Thousands of happy boat owners are today enjoying the step-up to Eaton's new power pack combination. Introduced less than fifteen months ago, the Powernaut-Interceptor Power Pack was designed and engineered to provide boaters with a versatile propulsion package to meet the broad family requirements for today's boating. Combining the best features of both inboard and outboard, it has withstood rigorous tests conducted by the world's largest independent marine testing laboratory, Tropical Marine Testers, Inc., and proudly carries their seal of approval. In a recent survey, Powernaut-Interceptor owners overwhelmingly reported their approval of this new power concept.

Confirmed fuel economies up to 50% or more provide a big bonus to you and there's no messy oil/gas mixing.

Three powerful Interceptor engines (85 hp., 100 hp., 120 hp.) in single or twin installation plus Powernaut's portability and maneuverability will put new pleasure in your boating . . . bring out the very best in your boat. For a hearty endorsement, just talk to an Interceptor Powernaut owner, then see your favorite dealer.

See your boat or engine dealer or write us for complete 8-page Eaton Marine Products brochure!

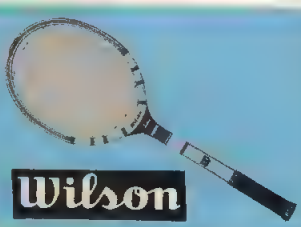
[1] **BOWLING GAME.** Makes 6' x 20' area a bowling alley! Complete equipment—set includes rubber ball with finger holes, plastic pins, set-up sheet and backstop. Noiseless. Gives you a chance to practice on your game right at home.
79K1959PC [4875] Wt. 22 lbs. .....Retail **$65.00**



[2] **RETURN-A-BALL.** Here's fun for the entire family. Lightweight, durable, knotless nylon net returns ball to you when you hit or pitch into it. Includes regulation league-size rubber ball, 2 ground anchors and positioning post. Good practice aid for Little Leaguers.
79K1626LP [399] Wt. 5 lbs. . .....Retail **$6.95**

MAUREEN CONNOLLY "CAPRI" TENNIS RACKET. Top quality racket designed for accuracy. Has strata-bow frame and leather grip. Fine balance Excellent "feel".
79K1588B [875] Wt. 2 lbs. . . .Ret. **$12.50**

CHALLENGER TENNIS RACKET. Laminated 5-ply beech and ashwood. Braided nylon strings, full overlay. Duco White handle, genuine suede grip. Good racket, low cost
79K1105B [390] Wt. 1 lb. .....Ret. **$6.50**



TONY TRABERT "CAPRI" TENNIS RACKET. Top quality racket designed for men. Has strata-bow frame, 3-fibre reinforced. Leather grip Professional "feel".
79K1211B [875] Wt. 2 lbs. . . .Ret. **$12.50**

CHAMPIONSHIP TENNIS BALLS. Top quality tennis balls by Wilson. Dacron-nylon-wool cover renews itself in play. 100% rubber core. Comes in can of 3.
79K405V [200] Wt. 1 lb. .....Ret. **$2.75**

MEN'S HOCKEY PADS. Pro style. "Shock-Shield" construction. Vulcanized fibre with wool felt padding, foam rubber cushioning.
79K798B [597] 2 lbs. 6 oz. ....Ret. **$9.50**
79K799B [347] Boy's Style ....Ret. **5.50**

MEN'S HOCKEY GLOVES. Pro size, style. Fully flexible thumb, fibre reinforced Cowhide hand, simulated leather gauntlet.
79K795B [763] 2 lbs. 6 oz....Ret. **$12.25**
79K796B [537] Boy's size ....Ret. **8.00**

MELAMINE DINNERWARE FOR ALL AMERICA

BOONTONWARE *Somerset*

New Boontonware Somerset . . truly fine dinnerware crafted in the special Boontonware way, now at a very special price. Molded with an extra measure of melamine, invisibly reinforced for the ultimate in break-resistance. Dishwasher-safe. Permanent patterns.

20 Pc. Service for Four. Contains 4 each: 10" dinner plate, 6" dessert or sandwich plate, 8 oz cup; 8" saucer; 10 oz. dessert dish. Weight 5 lbs. Open stock value $28.40.

No. 197-1QJ995 20 pc. Good Morning . Retail **$14.95**
No. 197-11J995 20 pc. Blossom Time . . . Retail **$14.95**
No. 197-12J995 20 pc. Wheat . . . . . Retail **$14.95**

53 Pc. Service for Eight. 8 each: 10" dinner plate; 6" dessert or sandwich plate; 8 oz. cup; 6" saucer; 10 oz. dessert dish — plus 8" vegetable serving dish; 12½" platter; 3 pc. sugar and creamer set, and eight 9½-oz break-resistant tumblers. Weight 14 lbs. Open stock value $70 . .*

No. 197-13J2195 53 pc. Good Morning . . Retail **$32.95**
No. 197-14J2195 53 pc. Blossom Time . . . Retail **$32.95**
No. 197-15J2195 53 pc. Wheat . . . . . Retail **$32.95**

Color Combinations. Dinner plates, sandwich plates, platter have lovely patterns – Wheat and Good Morning on Shell White background. Blossom Time on soft Honeydew Green Cups: Shell White. Other pieces, Butter Yellow with Wheat, Sandalwood with Good Morning, and Honeydew Green with Blossomtime. Tumblers clear.

Boontonware® PATTERNS

SUPERB QUALITY
MELAMINE DINNERWARE

Boontonware Patterns . . timeless beauty and superb craftsmanship in the famous Boonton ware tradition. As with all Boontonware, an extra measure of melamine brings break-resistance to its ultimate. An invisible melamine shield protects patterns permanently. Dishwasher-safe.

20 Pc. Service for Four. Contains 4 each: 10" dinner plate, 6½" dessert or sandwich plate 13 oz. soup-salad bowl, 8 oz. cup, 6" saucer. Weight 7 lbs. Open stock value $32.60.

No. 197-16J1330 20 pc. Killarney Retail **$19.95**
No. 197-17J1330 20 pc. Pueblo. Retail **$19.95**
No. 197-18J1330 20 pc. Pineland Retail **$19.95**

45 Pc. Service for Eight. Contains 8 each 10" dinner plate, 6½" dessert or sandwich plate 13 oz. soup-salad bowl; 8 oz. cup, 6" saucer — plus 8" vegetable serving dish, 12" platter 3 pc. sugar and creamer set. Weight 28 lbs. Open stock value $77.60.

No. 197-19J2665 45 pc. Killarney Retail **$39.95**
No. 197-20J2665 45 pc. Pueblo. Retail **$39.95**
No. 197-21J2665 45 pc. Pineland Retail **$39.95**

Color Combinations: On all sets dinner plates, sandwich plates and platters have lovely patterns on Shell White background. Other pieces Bon Bon Pink and White with Killarney, Sandalwood and White with Pueblo, Honeydew Green and White with Pineland.

*Important — See page 3 for information regarding retail prices.

MELMAC® Aztec DINNERWARE

Fully Guaranteed Melamine

Every piece of Branchell and Aztec is GUARANTEED FOR ONE YEAR against chipping, cracking, breaking in normal use. Upon receipt, pieces replaced FREE plus 25¢ per piece to cover return postage and handling.

Highly Styled Dinnerware

Exciting values in luxurious Break-Resistant melamine dinnerware. Presenting two exquisite new patterns designed for today's living and destined for pleasing service . . . choose either one as a tribute to your excellent taste.

A "WHEATLAND"
WHEATLAND
Refreshing as a field of wheat . . . an engaging border of brown harvested wheat . . . background . . . Harmonizing pieces

DAMASK ROSE

Beautiful new dinnerware that's pure poetry. Purest white China like melamine provides the perfect background for velow roses shaded with all the subtlety of nature's own. Adaptable to any motif . . . Early American Contemporary or Traditional. Remarkable for its low cost

A B AZTEC MELMAC® DINNERWARE. Has many built in virtues and outstanding features

- **SAFE IN AUTOMATIC DISHWASHERS.** Boiling water can't harm its China like finish.
- **COLORS ARE MOLDED-IN PERMANENTLY!** The lovely shades won't fade or discolor
- **SO FASHION-RIGHT AND PRACTICAL!** Decorator-inspired in fashionable contour-shape.
- **FULL SIZE PLACE SETTING PIECES** with generous multi purpose use serving pieces
- **YOU ACTUALLY SAVE MONEY!** You don't have to worry about broken or chipped dishes, incomplete sets and expensive replacements.

45-PC. SET—SERVICE FOR 8. (Includes 16 decorated* pieces.) Consists of 8 each dinner plates*, salad plates*, soup-cereal bowls, saucers, cups, one each platter, open vegetable bowl, creamer and sugar with lid. Shipping weight for the 45 pc. set is 15 lbs.

A AZTEC "WHEATLAND". Ever beloved sheaves of wheat in harvest brown tone wreath 'round a sparkling white background. Worthy of your most cherished moments, yet made to take the rigors of daily family use. Harmonizing pieces in mellow brown to blend with any setting

9208H1997 45-Pc. Set . . . Retail **$29.95**
9207H3330 79-Pc. Set . . . Retail **49.95**

B AZTEC "DAMASK ROSE". Delightfully romantic pattern symbolic of today's gracious living. Full blown yellow roses, leaves and a bursting bud in muted yellow adorn a white translucent background. A compliment to your keen sense of values. Harmonizing pieces in yellow

9210H1997 45-Pc. Set . . . . . Retail **$29.95**
9209H3330 79 Pc. Set . . . Retail **49.95**

79-PC. SET—SERVICE FOR 12. (Includes 24 decorated* pieces.) Consists of 12 each dinner plates*, salad plates*, soup-cereal bowls, saucers, cups, fruit dishes, 2 each platters, 1 each open vegetable bowl, divided vegetable bowl, creamer and sugar with lid. Wt. 24 lbs

Aztec PATIO SET

- **BREAK-RESISTANT MELAMINE!** Guaranteed for one full year against chipping, cracking or breaking under normal household use
- **FASHIONABLE RAINBOW COLORS . .** molded in the coupe shape
- **SAFE IN AUTOMATIC DISHWASHER!** Safe even in boiling water.
- **FULL SIZE PLACE SETTING PIECES!** Generous serving pieces

C 45-PC. AZTEC PATIO RAINBOW SET . . . Service For 8. Let your table settings tell a cheerful color story with Aztec's new "Patio" melamine dinnerware. The lovely array of jewel like colors . . . pink, blue, white and yellow . . . are so lovely to look at. Makes even an outdoor meal of hamburgers look royally prepared. Pretty enough for company dinners strong enough for children's parties. Set includes 8 each: patio plates, salad bowls, dessert plates, saucers, cups; 1 each salad serving bowl platter, creamer, sugar with lid. Shpg. wt. 15 lbs.

9211H1663 45 Pc. Set . . . . . Retail **$24.95**

A BULOVA 17-JEWEL "SURF KING"
For dress, for sports! 17-jewel shock-resistant movement. Waterproof*! Stainless steel case. Gray leather band. **No down payment.**
10-2277 V—Postage is prepaid 24.75

Same, but matching expansion bracelet
10-2293 V -Black dial 29.75
10-2285 V White dial 29.75

B BULOVA 17-JEWEL "SEA KING"
For him—famous Bulova quality! 17-jewel waterproof*, shock-resistant and anti-magnetic. Stainless steel case. Full-numeral dial, sweep second hand. Postage is prepaid
10-3606 V -Leather band 39.75
10-4729 V—Expansion band 45.00

C BULOVA 17-JEWEL "SURF MASTER"
Masculine, rugged! 17-jewels. Shock-resistant and waterproof*! 10K rolled gold plate top, stainless steel back. Expansion band. Postage is prepaid. **No down payment.**
10-2327 V—Yellow gold 45.00
10-2335 V—White gold 45.00

D BULOVA 17 JEWEL "SENATOR"
Executive 17-jewel shock-resistant movement. 10K yellow rolled gold plate top, stainless steel back. Small second hand. Matching expansion band. **No down payment.**
10-2343 V—Postage is prepaid .. . 35.75

BULOVA

Finest-quality, handsome, and unfailingly accurate—that's Bulova! The excellence of design and the precision of movements result from years of watchmaking experience. All have anti-magnetic and shock-resistant movements, unbreakable mainsprings. Beautifully gift-boxed. ADD 10% FEDERAL EXCISE TAX TO ALL PRICES. Buy now with our Credit Command plan—see page 789.

E Leather Strap 39.95 F 49.95 H 59.95 J 65.00 K 69.95 L 85.00

E BULOVA 17 JEWEL "SEA CLIPPER"
Winds itself automatically with the normal movements of your wrist. Certified waterproof*, shock-resistant, anti-magnetic—and handsome too! 17-jewel movement. Stainless steel case. Luminous hands and dial. Sweep second hand. Leather band. **No down payment.**
10-2368 V—Postage is prepaid 39.95

Same, but with matching expansion band. **No down payment—see page 789.**
10-2384 V—Black dial 45.00
10-2376 V—White dial 45.00

F BULOVA 17-JEWEL "SEA CLIPPER"
A 17-jewel self-winding watch with an unusually tooled expansion band. Offers supreme accuracy in any weather, winds itself with the simple movement of your wrist. It's shock-resistant, anti-magnetic, and waterproof*! Stainless steel case. Luminous hands, dots. Sweep second hand. **No down payment.**
10-2392 V—Postage is prepaid 49.95

H BULOVA 17 JEWEL "JET CLIPPER"
Dependable 17-jewel movement—winds itself automatically as you move your wrist. Shock-resistant anti-magnetic, waterproof*. Tastefully matched in every detail—from brush-finished dial to florentine finish. 10K rolled gold plate top, stainless steel back. Luminous hands, dots. Sweep second hand. Expansion band. Postage is prepaid. **No down payment.**
10-2426 V White dial . 59.95
10-2434 V Black dial 59.95

J SELF WINDING "BULOVA 23"
A self-winding aristocrat with 23-jewel movement. It's precision-adjusted six ways for supreme accuracy. Shock-resistant and waterproof* Slim stainless steel case with Florentine finished combination link and expansion bracelet. Easy-to-read full-numeral dial. Luminous hands and dots. Sweep second hand. Postage is prepaid. **No down payment.**
10-2400 V White dial 65.00
10-2418 V—Black dial 65.00

K BULOVA CALENDAR "JET CLIPPER"
Tells date and time at a glance! Accurate 17-jewel movement is self-winding, shock resistant, and certified waterproof* Handsome 10K rolled gold plate case. Smartly styled combination link and expansion band. Luminous hands, dots. Sweep second hand. **No down payment.**
10-2442 V—Postage is prepaid 69.95

Same as above, but stainless steel case and matching band. **No down payment.**
10-2475 V Postage is prepaid 59.95

L SUPERIOR "BULOVA 23"
Highly styled from the unusual hour marks to the tapered design on the expansion band. 23-jewel movement is set to 6 adjustments—winds itself automatically. Shock-resistant, anti-magnetic, and waterproof*! 10K rolled gold plate top, stainless steel back. Sweep second hand. Postage is prepaid. **No down payment.**
10-2491 V—White dial 85.00
10-2525 V—Black dial 85.00

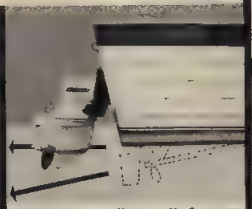
*This fine Bulova watch is waterproof as long as crystal, case, and crown remain intact

NEWS FOR INBOARDERS!

8 Reasons Why You Should Specify MERCRUISER Stern Drive on Your Next Inboard:

Portability. MerCruiser's Stern Drive lets you launch, beach, and trailer your boat with ease. There's no fixed shaft, strut, or prop to damage. This portability also makes maintenance of both boat and motor easier, cheaper.

Maneuverability. With MerCruiser, you can *back* to starboard or port as easily as with an outboard. The prop acts as a power rudder, giving you perfect control under all conditions.

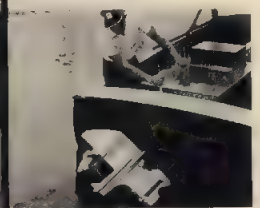


Greater propulsion efficiency. MerCruiser increases efficiency by applying the angle of prop thrust parallel to the plane of motion. This eliminates the inclined propeller shaft with its strut and rudder drag. Inboards converted to MerCruiser show a 10 to 25% increase in speed with the same power plant.

The most impact protection. MerCruiser gives you 22 years of outboard engineering experience. Glide Angle design, shock absorber, safety-tilt cut-off switch, and shear proof prop drive protect you from submerged obstacle damage.

The most power. MerCruiser is recommended for inboards of 110 to 250 hp, but it has been successfully tested on the Boeing 330 hp gas turbine engine shown above. This 32% overload vividly demonstrates MerCruiser's reserve safety and durability.

Extra steering and gear shift protection. With MerCruiser there are no steering or control linkages and fittings outside the boat exposed to damage or corrosion. MerCruiser is the neatest, cleanest, safest installation.



Dirigible mounting for "in-boat" tilt-up. A manual or electrical control operated inside the boat rotates the MerCruiser Stern Drive up 180° for easy access to prop, for launching, trailering, or corrosion proof mooring. It's the only stern drive that lets you easily install a spare prop at sea from inside the boat, so you save haul-out expense.

Coast-to-coast network of factory trained mechanics. Although MerCruiser is new, we have already established a national service organization of factory-trained specialists, tools, and parts. Wherever you boat, there's a MerCruiser specialist nearby.

MERCRUISER Stern Drives are available now with these fine marine engines:

Flagship Marine • *Trent & Perrin* • *BC IEL*
Daimler-Benz • *Chrysler* • *Grey Marine*
Interceptor • *Crusader Marine*

When you order your next boat, specify

MERCRUISER Stern Drive!

© 1962, Kiekhaefer Corporation, Fond du Lac, Wisconsin

Why it makes sense to go Crestliner...

REVOLUTIONARY AND TOTALLY NEW ALUMINUM HULL!

ROOM AND COMFORT for 6—on foam cushions in luxurious vinyl. Stern pan is unitized with hull for great strength.

Even our test drivers couldn't take the punishment they gave this new hull! It's a revolutionary idea in boat building it's the biggest news on the waterfront this year—and it comes from Crestliner.

Start with heavy gauge plates of new marine aluminum alloy. Shape them to a sleek hull form. Join these plates, full length, in extruded aluminum moldings. Bond each joint with a continuous hidden weld, until the entire hull is fused into one structural piece—**unitized.** No rivets to mar its beautiful, fast lines. No excess deadweight of ribs and braces!

The sparkling new runabout shown above is a full 14 feet long but light in weight, seats six luxuriously, and performs like a breeze. A 40 HP outboard will zip two adults along at 32 mph; 50 HP will plane it with six aboard. **Nobody builds a boat like Crestliner.** Go see your Crestliner dealer: he has dozens of handsome models, in aluminum and fiberglass; he offers liberal terms and trade-ins. See him this very week!

ASK TO SEE THIS BIG CATALOG at your Crestliner dealer's, or write us for your own copy, at Thompsonville, Conn.

Crestliner

A DIVISION OF BIGELOW-SANFORD, INC., HEADQUARTERS: THOMPSONVILLE, CONN. LICENSEE: WATERLOO, CANADA. AFFILIATE: COMO, ITALY

1962's SOUND AND ACTION TOYS SUPREME

merry

AM•I•NALS®

✻ Intriguing Motion
✻ Natural Sounding
✻ Dramatic Looking

COMMENDED BY PARENTS' MAGAZINE

The smartest looking, cleverest moving, realistic sounding toys ever! A turn of the handle—in either direction—creates the sound and motion. They're so fascinating kids will want the whole menagerie. Molded of durable plastic in dramatic colors. Approximately 18 inches high.

® © 1962, Merry Manufacturing Co., Cincinnati

"OINK! OINK!"

"oinking" pig

Pink Porky devours his corn while moving his head from side to side with an audible "oink, oink".

No. 7002 Retail $2.98

"COCK-A-DOODLE-DOO!"

"clucking" chick

Cutest chick ever hatched with a mouth that moves and wings that flap as it "cock-a-doodle does"

No. 7003 Retail $2.98

"MOO! MOO!"

"mooing" cow

Saucy Bossie rolls her eyes in an impish mood and "moos" in a most convincing manner. A purple cow, of course!

No. 7001 Retail $2.98

ASSORTMENT No. 4—One dozen Am-I-nals, four pieces each of Mooing Cow, Oinking Pig and Clucking Chick packed in one case. Retail value: $36.00.

merry MANUFACTURING COMPANY

531 N. Wayne Avenue • Cincinnati 15, Ohio

Litho in U.S.A.

Sales Leaders — Boost Your Profits!

ROOM 415 — 200 FIFTH AVENUE BLDG.
Permanent Sales Office

— NEW YORKER
During the TOY FAIR

SNAP . . . CRACKLE . . . POP !

'SEE 'EM POP"
VENDING
CORN POPPER

A sensational seller!

Make your own healthful pop corn . . . oodles of fun for Boys and Girls!

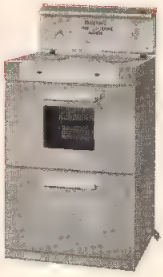
Watch the Corn POP!

THE LATEST!
MOMMY SIZE
ELECTRIC RANGE

Almost 3 Feet HIGH!

Really Cooks and Bakes!

It's big in size and attractive Coral enameled finish makes this electric range an easy self seller. All steel construction provides years of lasting service.



Empire METAL WARE

AND *Little Lady*

ELECTRIC HOUSEKEEPING AND EXCITING TOYS
with SAFE, CONTROLLED HEAT!

Most Modern!

Outdoor . . . Indoor Fun!

ELECTRIC
"HOT DOGGER"

A terrific item! Just what the kids love . . . Empire "Hot Dogger" lets them make their own delicious hot dogs.

It's Streamlined . . .

JUST LIKE MOM'S!

ELECTRIC
RANGE

Really Cooks and Bakes!

A profitable electric range, promotionally priced, for quick easy sales.

All Steel Construction . . .

ATTRACTIVE CORAL BAKED ENAMEL!

Write FOR COMPLETE TOY CATALOG!

AMERICAN TOYS

METAL WARE

One of America's best-known quality toy

Sales Leaders — Boost Your Profits!

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Permanent Sales Office

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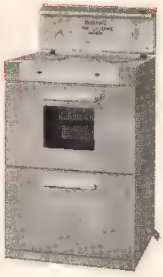

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Write FOR COMPLETE TOY CATALOG!

AMERICAN TOYS

METAL WARE

One of America's best-known quality toy

THE SENSATIONAL MICKEY MOUSE CLUB IS BACK ON TV!

(30,000,000 kids have been born since the show started 7 years ago. Off the air since '59, "the greatest children's show ever produced" returns to 61 stations this Fall, coast to coast, 5 days a week, in prime children's time!)

AND BENAY ALBEE'S FAMOUS MOUSEKETEER CAP IS BACK IN BUSINESS!

(We sold 5,000,000 of 'em in 4 years, but we figure to do even better "the second time around"!)

the official Mickey Mouse Club Mouseketeer Cap is exclusive with

benay-albee

52-01 Flushing Avenue, Maspeth, N.Y.

© Walt Disney Productions

STOCK UP NOW! IMMEDIATE DELIVERY!

Musical Gifts brighten up any household

1 Early American Spice Cabinet. Handsome in any kitchen. Hardwood with maple finish. Shelves 4 in high. 12¾ in. high over all. Plays "Home Sweet Home." Jars not incl.
8 N-9127—Shpg. wt. 4 lbs. $5.99

2 Mickey Mouse Cookie Jar. Welcome wherever there are children. Plays Mickey Mouse Club song when top is lifted. About 8 inches high . . holds plenty of cookies. Ceramic.
8 N 9270—Shpg. wt. 4 lbs.... .$3.99

3 Cake Plate revolves while "Happy Birthday" plays to delight everyone. Metal top has 7¼ inch diameter
8 N 9131—Shpg. wt. 1 lb. 4 oz...$1.99

4 Revolving Table Decoration. All your favorite fruits "grow" from this unusual tree. 8 in high. Plays a lovely tune while it turns
8 N 9144—Shpg. wt. 1 lb. 8 oz..$3.99

5 Revolving Tid-bit Tray. A lovely gift you can use as a lazy susan or candy dish. Plays a romantic tune. Ceramic. Metal stem. 10⅛ inches high
8 N 9142—Shpg. wt. 3 lbs.. . . $4.99

6 Coffeetime-Teatime Pot. Double-purpose gift plays "Let's Have Another Cup of Coffee." Ceramic. For coffee or tea. Holds 4 cups 8 i ch
8 N 9006—Shpg wt. 2 lbs. $1.89

7 Decorative Salt and Pepper Set. A different conversation piece. Plays a romantic tune. 6¼ in. high. Hardwood with brass fittings
8 N 9098—Shpg. wt. 1 lb. 6 oz. $3.99

8 Fancy Teacup and Saucer. So delicate and dainty. Highest quality wafer-thin china will thrill her. Removable miniature movement plays "Tea for Two." About 5 in. high
8 N 9094—Shpg. wt. 1 lb. 4 oz. $3.98

Matching Teapot, Cup and Saucer. One of the dainty est yet most practical gift ideas we've seen. Buy both for a keepsake she'll love all her life. Teapot and cup pays Tea for two when listed. Delicately styled ceramic. Holds over four cups of tea. Teapot 5¾ in. high. Holds 6 cups.
8 N 9095 ...wt. 2 lbs. 4 oz $3.99
8 N 9617 Cup, Saucer ...Wt. 1 lb. 4 oz 2.89

NOTE: All items on this page except 10 and 12 are fine art products from Japan

Religious Gifts that have a lasting meaning

9 Head of Christ. Delicate, high gloss ceramic offers you a dimensional picture of Jesus. Plays "The Lord's Prayer." About 10 inches high. Has a handy on-off switch
8 N 9010 -Shpg. wt. 2 lbs.. .. $5.98

10 Madonna Rosary Box. Spun metal box has a lovely soft green lining to protect rosary. Plastic Madonna. Plays "Ave Marie" when top is lifted. 8½ inches high over all
8 N 9272 Wt. 1 lb. 8 oz ..$4.99

11 Madonna Shrine Rosary Box. Ceramic. 6 in. high. Drawer. Plays "Ave Maria." Rosary not incl.
8 N 9092—Shpg. wt. 2 lbs.....$2.99

12 Illuminated Head of Christ. The thoughtful gift that is most appreciated Plays "The Lord's Prayer." Use as night light. Operates on 110–120 volt, 60-cycle AC; DC. Uses 7 watts UL approved. Wood frame has a rich-looking finish. About 9x10 in
8 N 9358—Wt. 2 lbs. 10 oz.....$9.99

Gifts for happier sewing

13 Early American Sewing Box. Hardwood with rich maple finish. Opens to many tiers . lots of compartments to hold all her sewing needs. 8⅝x6¼x5¾ in. high. Includes pins, thimble, needles, tape measure and built-in pin cushion. Plays "Home Sweet Home."
8 N 9096—Shpg. wt. 2 lbs. 6 oz....$5.99

14 Sewing Basket. Tough woven fiber is plastic coated . . lustrous looking. Pink acetate and rayon lining. Includes pin cushion, needles and thimble. 8-inch diameter. Plays a well known tune.
8 N 9150—Shpg. wt. 2 lbs.....$3.88

Decorative Planters have music and motion

15 Revolving Bird. A bright and happy container for your favorite plant or flower. Plays while bird revolves. Ceramic about 7 inches high
8 N 9156 Wt. 1 lb. 4 oz $4.99

16 Spinning Wheel Charming colonial design. Wood with walnut finish. Wheel spins to the beat of the tune. Removable plant holder 14 in. high
8 N 9136 Wt. 2 lb. 10 oz $4.99

Foliage shown with planters is not included

A WHOLE NEW GENERATION— 30,000,000 STRONG WILL SEE THE "MICKEY MOUSE CLUB" FOR THE FIRST TIME

75 TOP MANUFACTURERS HAVE MERCHANDISE READY FOR SALE

WALT DISNEY PRODUCTIONS, INC. • Character Merchandising Division • 477 Madison Ave. • New York 22, N.Y.

Everyone's Sitting Pretty at Our . . .

A Pay Only **7.98**

B Pay Only **7.77**

A COMFORTLINE FOLDING STEP STOOL
Chromed tubular steel frame. Non-tip legs. 14½-in. steps—rubber tread on lower. 30 in. high overall, 22½-in. high seat. Folds to 4½ in.! Upholstered in yellow or eggshell—specify.
68-0520 WW—Shpg. wt. 15 lbs.*.....Only **7.98**

B DURHAM FOLDING STEP STOOL
Two 11 x 16 in. steps. Padded top seat in heavy vinyl—rubber tread on lower step. Non-skid plastic feet. Bronze-toned tubular steel frame. 29 in. high overall, 22 in. high to top step. Folds flat. In oyster-beige or brown—specify.
68-3169 WW—Shpg. wt. 17 lbs.*. . . .Only **7.77**

C Pay Only **9.44**

B Pay Only **8.96**

C COSCO-STYLAIRE DUAL-PURPOSE STOOL
A stool, a step ladder! Rubber-treaded steps fold under seat. Chromed legs. 24-in. high padded seat, back of Duran vinyl. 17 lbs.*
68-1106 W—Yellow with gold spatter . . . **9.44**
68-1114 W—White with gold spatter. **9.44**

B BIRCH WOOD SWIVEL STOOL
Turns full circle! Contour seat, backrest in natural lacquered birch. Tubular steel legs, frame and foot rail in black wrought iron finish. Plastic tips on legs. Shpg. wt. 13 lbs.
68-1098 W—24 in. (standard height)...Only **8.96**
68-1080 W—30 in. (bar height).....Only **8.96**

5-Pc. Set **69.97** or $5 Monthly

1 SAMSONITE 5-PC. FOLDING SET—TABLE AND FOUR "FUTURA" CHAIRS
Popular king-size folding table and matching chairs—open easily, stand firmly! Smooth snag-proof tubular steel legs—baked-on enamel finish won't chip, rust. Plastic floor protectors. Padded Masonite tabletop covered with soil-, scuff-, stain-resistant Samsonitex vinyl. Table 34 x 34 x 27½ in. high. Tiltpanel "Futura" chairs with comfortably padded seats, backs. Seats 16 x 15¼ in. high. Save more when you buy the set. **No down payment.**

Unit	Gray Top with Black Frame	Tan Top with Bronze Frame	White Top with Bronze Frame	Shpg. Wt	Pay Only
5-pc. set	68-0492 W	68-0484 W	68-0151 W	70 lbs.**	42.47
Table	68-1296 W	68-1163 W	68-1155 W	21 lbs.**	11.88
Four chairs	68-1502 W	68-1478 W	68-1460 W	49 lbs.*	31.88

2 COSCO-STYLAIRE 5-PC. FOLDING SET—BRIDGE TABLE AND FOUR CHAIRS
Ideal for every occasion! Tubular steel legs and frames—baked-on enamel finish. Rubber-tipped legs protect floors. Vinyl upholstery cleans easily. All pieces fold compactly. Table has flared legs, concealed braces—30½ x 30½ x 25½ in. high. King-size table also available—33x33x26½ in. Chairs have fully padded contour backs, saddle-shaped seats. Seats 16¾ x 15¾ in. 30 in. high overall. Buy the set, save more! **No down payment.**

Unit	Textured Beige Top, Tan Frame	Tweed Effect Charcoal Top, Ebony Frame	Shpg. Wt	Pay Only
5-pc. set (with 30½ in. sq. table)	68-0336 W	68-0344 W	71 lbs.**	31.44
Regular Table (30½ in. sq.)	68-1254 W	68-1262 W	17 lbs.*	7.67
King-size table (33 in. sq.)	68-0500 W	68-0526 W	19 lbs.**	8.98
Two chairs	68-1270 W	68-1536 W	27 lbs.*	12.44

3 DURHAM LARGE-AREA FOLDING BRIDGE TABLE AND CHAIR SET
Choice of two handsome 5-pc. bridge sets! Legs and frames of tubular steel with baked-on bronzetoned enamel finish. Plastic feet protect rugs, floors. Fold for storage. Round and square tables with tapered legs and automatic locks. Removable Masonite tops upholstered in durable, wipe-clean vinyl. Tables are 27½ in. high —round table is 36 in. in diameter, square table is 35 in. square. Ladder-back chairs have padded vinyl-upholstered seats. Seats 14½ x 14½ in. You're money ahead when you buy a 5-pc. set. **No down payment.**

Unit	White Top	Parchment-Color Top	Shpg. Wt.	Pay Only
5-pc set (round table)	68-0094 W	68-0290 W	68 lbs.**	31.97
5-pc. set (square table)	68-0310 W	68-0328 W	64 lbs.**	29.97
Round table	68-2195 W	68-2203 W	24 lbs.**	12.97
Square table	68-2517 W	68-2582 W	22 lbs.**	10.98
Four chairs	68-3136 W	68-3151 W	42 lbs.*	20.77

4 COMFORTABLE FIBERGLAS CHAIR
Stationary or swivel. Fiberglas contour backrest. Bronzetoned tubular steel legs. Brass ferrules, self-leveling glides. Seat 17½ in. high. White, tan, persimmon—specify.
68-2120 WW—Stationary. 13 lbs.** . . **9.97**
68-2906 WW—Swivel. 15 lbs.** **10.63**

Same, but chrome-plated legs with charcoal, persimmon or white seat—specify.
68-0773 WW—Stationary. 13 lbs.** **9.97**
68-0575 WW—Swivel. 15 lbs.** **10.63**

L COMFORTLINE SWIVEL STOOL
One-piece contour molded linear plastic stool. Ball-bearing swivel. Tubular steel legs—with chrome-plated or bronze-enameled finish. Seat height 24 in. (standard). 15 lbs.* *

Color	Chrome	Bronze	Pay Only
Persimmon	68-3276 W	68-0991 W	9.94
Ivory	68-3755 W	68-1023 W	9.94
Turquoise	68-3888 W	68-1817 W	9.94
Beige	68-0587 W	68-1825 W	9.94

Same, but seat 30 in (bar height) 16 lbs.* *

Color	Chrome	Bronze	Pay Only
Persimmon	68-1833 W	68-1924 W	10.79
Ivory	68-1841 W	68-1932 W	10.79
Turquoise	68-1908 W	68-0023 W	10.79
Beige	68-1918 W	68-0231 W	10.79

5 COMFORTLINE PEDESTAL CHAIR
It's new, it's handsome, it's comfortable—and it swivels! Contour-molded linear plastic chair on modern pedestal bronzetoned steel base. Brass ferrules with self-leveling glides. Seat height 17½ in. Overall height 30 in. Ivory, tangerine, beige, or turquoise—specify.
68-0534 WW—Wt. 13 lbs.*. . . . .Only **10.97**

6 FIBERGLAS SWIVEL STOOL
Contour seat on wide, sturdy base—ideal for kitchen or rec room! Tapered tubular steel legs with foot rail—available in chrome-plated or bronzetoned finish. Brass ferrules with self-leveling glides. Seat height 24 in. (standard). Shpg. wt. 15 lbs.* *

Stock No.	Color and Finish	Pay Only
68-1643 W	Persimmon with chrome	9.97
68-1783 W	White with chrome	9.97
68-1791 W	Charcoal with chrome	9.97
68-1809 W	Tan with bronze	9.97
68-1858 W	White with bronze	9.97
68-1891 W	Persimmon with bronze	9.97

Same but seat 30 in (bar height) 16 lbs.* *

Stock No	Color and Finish	Pay Only
68-1882 W	Persimmon with chrome	10.63
68-1890 W	White with chrome	10.63
68-1957 W	Tan with bronze	10.63
68-1965 W	White with bronze	10.63

7 SWIVEL STOOL
By Comfortline! Chrome-plated tubular steel, 24 in. (standard) or 30 in. (bar). Padded seat in yellow or white vinyl—specify. Wts. 13, 14 lbs.
68-0157 WW—24 in.. **8.77**
68-1239 WW—30 in . . 9.69
Bronze with tan.
68-0504 W—24 in. **8.77**
68-0553 W—30 in. 9.69

F DURHAM SWIVEL STOOL
Tubular steel bronze-toned frame, chromed foot rail. Self-leveling glides. Seat height 24 in. (standard) or 30 in. (bar). Vinyl-upholstered backrest and padded seat in oyster-beige or brown—specify. Shipping weights 15, 16 lbs.
68-2542 WW—24 in.. **10.77**
68-2823 WW—30 in.* *. 10.77

G STAKMORE 5-PC. FOLDING TABLE-CHAIR SET
Save on the set! Hardwood pieces "look permanent"—yet fold easily! Four chairs have contoured natural cane backs. Table is 28 in. high. 34-in. sq. tabletop, 14 x 16 in. chair seats covered in heavy vinyl—sand, white, black, coral, moss green—specify. Frames in tawny (walnut), honey (blond), mahogany, black—specify. Shipped from N. Y.—allow 3 weeks.
62-4379 FA—5-pc set. 85 lbs.** No down payment.. **69.97**
62-4437 FA—Table. Wt. 28 lbs.* *. . . . .Pay Only **20.88**
62-4445 FA—Chs./4 chairs. 57 lbs.* * No down payment..**52.77**

* Semi-mailable—see page 779 ** Not mailable

. . . Low GMC Prices!

Fabulous Fiberglas—swivel or stationary

J
As Low As
9.97

Molded plastic with swivel pedestal base

Q
Pay Only
10.97

Swivel stools 24 or 30 in. high

L
As Low As
9.94

M
As Low As
9.97

Vinyl-covered padded seats for comfort, easy-care!

Hour-glass styling swivel seats!

R
As Low As
8.77

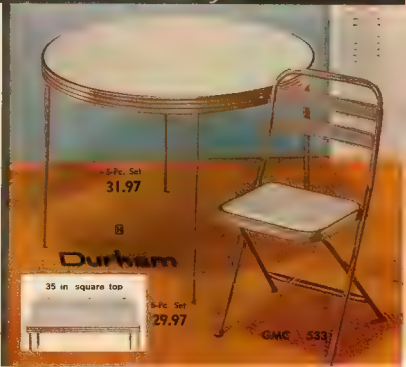
P
Pay Only
10.77

J
5-Pc. Set
42.47
or $5 Monthly

Samsonite

5-Pc. Set
31.44

COSCO Stylaire



5-Pc. Set
31.97

R

Durham

35 in. square top

5-Pc. Set
29.97

GMC 533

Contemporary Furnishings...Conceived In Color...Designed For Function

(A) 20" Diameter Bench Hassock. Features 100% cotton-filled top with heavy self-welt and dustproof flounce. Covered in rich Algerian Plyhide . . . an iridescent 16-gauge supported black plastic. Handsome walnut legs with bright brass ferrules. In gleaming ivory or deep russet brown

8JC2230—Ivory Bench Hassock. Each. $8.95
8JC2231—Russet Brown Bench Hassock. Each 8.95

(B) New All-Purpose Leather-Grained Stack Stools. Perfect for living room, patio, TV watching, camping. In following choice of dazzling decorator colors; antique white, tangerine, turquoise, sandalwood or ebony. Heavy-gauge tubular steel legs with leather-grained seat of indestructible high-density molded polyethylene. Feather-light to lift, they support 500 pounds. You can stack 12 in the floor space of one

8JC2234—Each $3.29

(C) Bolta-Flex Leather-Lite Hassock. Covered with self-supported Bolta-Flex Leather-Lite fabric—a heavy-gauge plastic with the appearance of finest leather. 100% cotton padded top, heavy self-welts and dust ruffle. 15½" square, 13" high. Convenient side-carry handles. In your choice of beautiful decorator tangerine or beige

8JC2225—Beige Hassock. Each $5.95
8JC2226—Tangerine Hassock. Each 5.95

(D) Modern Occasional Pull-Up Chair. Durability and attractiveness in simple, modern styling. Pre-shaped contoured back and sturdy arms with modern metal grill-e-work design. Covered in easy-clean washable vinyl plastic. Tapered steel legs have self-leveling glides to assure level seating on any surface. 30" high, 20" wide and 20" deep. Your choice of colorful coral or beige. **Gold Crest Value**

8JC2200—Beige Occasional Pull-Up Chair. Each $10.95
8JC2201—Coral Occasional Pull-Up Chair. Each 10.95

(E) New Form-Fit Contour Chair. Made of polypropylene thermoplastic, an exceptionally strong, lightweight plastic that resists chipping, abrasion and extreme temperatures. Its flexibility permits a form-fitting seat and back which give gently as you sit. Legs are baked enamel with bronzetone finish and self-leveling nylon glides. Built-in carrying handle at top of chair for carrying ease. Comes in your choice of sandalwood, ivory or coral

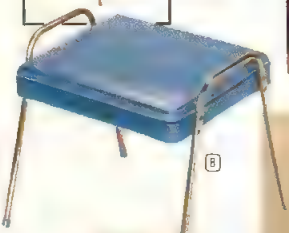
8JC2215—Sandalwood Chair. Each . . . $7.95 8JC2216—Ivory Chair. Each $7.95
8JC2217—Coral Chair. Each 7.95

(F) E-Z Sit Armchair. Comfortable, stylish seating for any room in your home . . . for business too! It's heat resistant . . . stain resistant . . . light, strong and durable for many years of service. The secret of its outstanding comfort lies in the fact that as you sit, it flexes to conform perfectly to your body's contour. In your choice of sandalwood, ivory or coral.

8JC2235—Sandalwood Armchair. Each $9.95 8JC2236—Ivory Armchair. Each $9.95
8JC2237—Coral Armchair. Each 9.95

(G) Modern Decor Pole Lamps. A smart lamp that adds a modern note to any room in your home. Quickly assembled, it adjusts from 7'6" to 8'2". Made of heavy-duty steel tubing, it levels automatically to floor and ceiling. Each of the three bullet lamps is adjustable, and has its own off-on control. Your choice of black and brass, or bronze finish and brass.

8JC3510—Black Each . . . . . $7.45 8JC3511—Bronze. Each $7.45



BLONDIE®

...the housewife all America knows
...now as a beautiful 15 inch fashion doll
...a sure profit package promotion!

Blondie—as seen on TV and enjoyed by more kids and adults in 1508 daily papers than any other comic.

Blondie Fashion Doll—American Known, American made—the newest, biggest, cutest doll of all.

has

- Rooted hair for combing
- Unusual styling in new glamour clothes
- Full jointing
- New see-thru packaging and prompt delivery

At Toy Fair—See Blondie:
Room 755 Fifth Avenue Building

...a complete Blondie promotion with Puppets, Daisy Talking Stuffed dogs, high color pillows

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by Mitten
Toy Manufacturing Co., Inc.
649 Broadway, New York 12, N.Y.

S. L. ALLEN APPOINTS MERRITT AS ITS GENERAL SALES MANAGER

Announcement of the appointment of Robert W. Merritt as general sales manager for S. L. Allen & Company, Inc., manufacturers of Flexible Flyer sleds and Planet Jr power and agricultural equipment, has

Robert W. Merritt

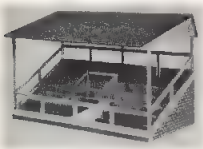
been made by M. J. Scammell, Jr., president, and J. J. Boehler, executive vice-president.

A graduate of Syracuse University, Mr. Merritt previously was most recently associated with the Southern Plow Company of Columbus, Ga.

Mr. Merritt will direct the company's expanded sales program, which includes increased merchandising and coordinated marketing efforts for the entire Planet Jr. and Flexible Flyer lines, both domestic and international.

NEW GRAND STAND KIT ADDED TO STROMBECKER TRACK-SIDE LINE

Strombecker, manufacturer of model road racing sets and accessories, has added a new, official Grand Stand in kit form to its line of track-side accessories. The accurately-built, 1/32-scale Grand Stand,



finished in a rich green, grey and white color combination, is authentically detailed down to the peaked roof, bleachers, railings, loudspeakers and brick work. The overall size is 12½" wide, 8" high and 6¾" deep. Customizing decals and complete assembly instructions are included.

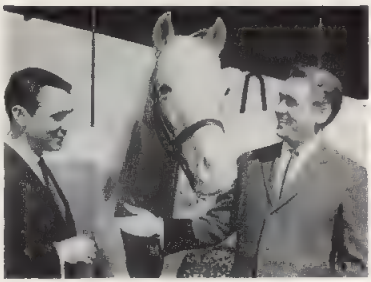
The Grand Stand comes packed in a colorful new gift box. Its retail price is $3.95.

Strombecker is a division of the Dowst Mfg. Company, Chicago.

BACK IN MAY 1930

Tots could learn colors, numerals, picture construction and spelling with a new game called Bild-A-Word.

MCA Operating from West Coast; Fitzgerald Head of Merchandising



Bob Fitzgerald 'Mr. Ed" and the latter's buddy, comic Alan Young.

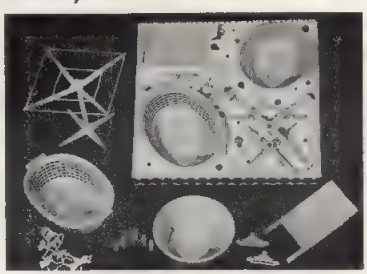
MCA Enterprises, Inc., a merchandising division of the Music Corporation of America, is now located at 9370 Santa Monica Blvd., Beverly Hills, Calif., and will move to Revue Studios when construction of its new 14-story office building is completed.

Heading the West Coast character-licensing setup is Robert A. Fitzgerald, succeeding Frank T. Mincolla, who recently opened his own business in New York City. The division's move to California followed MCA's withdrawal from the talent agency business and the departure of Mr. Mincolla.

An exclusive licensing agent for many TV shows, MCA currently handles "Wagon Train," "The Virginian," "The Magic Land of Allakazam," "Wide Country," "Going My Way," "Mr. Ed," and "McHale's Navy." Reported to have the largest stable of non-cartoon properties on television today, MCA began its licensing activities in 1955 with "Dragnet" and such Western series as "Kit Carson," "Restless Gun," "Tales of Wells Fargo," "The Deputy" and "The Tall Man."

MCA also produces and distributes television series through its Revue Studios Division and its subsidiary, MCA TV Ltd., and produces feature motion pictures and phonograph records through Universal-International and Decca Records, newly-acquired subsidiaries.

Laundry Set from Kiddie Brush



A smart-looking Susy Goose Laundry Set (#327), containing all the necessary items for washing and drying dolls' clothes, has been announced by Kiddie Brush and Toy Company, Jonesville, Mich.

Each set, packaged in a bright new multicolored box sealed in poly film, includes a clothes basket (turquoise and yellow), round wash pan, scrub-board, clothes dryer, two coat hangers, and six clothespins—all in poly.

Another feature, a work chart, is printed on the back of each 3¾"-by-17 ¾"-by 19¾"-box. The sets are packed 12 per carton.

Kenner to Use 2 Big TV Kid Shows in Early '63 Schedule

Captain Kangaroo and Bob Steiner, Kenner VP, discuss promotion plans during former's visit to Cincinnati for children's concert.

Kenner Products Company's TV plans for spring '63 will include promotions on two network programs for children—"Captain Kangaroo," seen coast-to-coast over more than 160 CBS television stations, and "Discovery," one of the most talked-about new children's shows of the year, carried by more than 140 ABC television stations.

Kenner commercials will start on "Captain Kangaroo" January 12 and will continue for 10 weeks on the Saturday morning editions of this high-rating program.

At the same time, Kenner, a charter sponsor of "Discovery" since it went on the air October 1, will continue on that program until March 8.

On both network programs Kenner will feature the entire line of Give-A-Show Projectors, including the Adventure Time Give-A-Show Projector set which is said to have been a 1962 sales standout, along with its paint set line which includes Popeye Presto Paints, Sparkle Paints and the new Rocky and Bullwinkle Presto-Sparkle Paints.

The significance of the nationwide TV campaigns is twofold, according to Robert I. Steiner, Kenner's vice-president in charge of advertising.

First, dealers and jobbers can keep pushing and stocking these numbers straight through December and enjoy the heavy last-minute Christmas business because they know that TV will continue well into '63.

"Second, similar TV campaigns last spring on projectors and paints proved that these items sell in heavy volume when backed by TV, thus providing much needed business for the toy trade in the first quarter of the year."

The January-through-March promotion will include saturation spot campaigns on other items in the Kenner Line on a sizable list of local stations to be announced later, Mr. Steiner added.

In addition, two new items will be tested in selected markets.

TOY FIRMS TO DISPLAY WARES AT SWIM POOL SHOW IN FLORIDA

A dozen or more toy firms will display water games and accessories at the sixth annual National Swimming Pool Exposition on January 20-23 at Miami Beach. It was announced by Robert S. Greene, executive secretary of the National Swimming Pool Institute and manager of the show.

Mr. Greene said that among the items to be shown are novelties, a wide variety of games, swimming and diving aids, slides, floating chairs, tables, mattresses and decorative numbers. Manufacturers showing toys will be Argo Industries and American Machine & Foundry Company, but Mr. Greene advises that nearly a dozen jobbers and distributors, some of whom perform part of the manufacturing or assembling job, will be represented at the show.

The novelties will include such oversized items as foam plastic dice and a bar of a well-known brand of soap. The game equipment will range from beach balls and floating basketball standards and hoops to a new underwater number to be unveiled by AMF; diving aids will feature springboards, trampoline-like devices, oversize coins for divers and weighted plastic hoops; and in the decorative lineup will be such items as floating plastic lilies, candles, swans, ducks and other poolside decorations. Complete lines of scuba equipment as well as pool slides will also be shown.

According to Mr. Greene, more than 100 swimming pool concerns and other firms have already reserved space in the show, with about 150 expected, 17 per cent more than last year's exposition, which was held in Las Vegas.

ASSORTMENT OF 88c-$1 SLATE ACTIVITY SETS FROM CRESTON

Creston Crayon Company, Inc., 1911 Park Avenue, New York City, is offering an attractive assortment (#203A) of slate activity sets retailing at from 88c to $1.

The four bagged and headered pack items in the assortment are the #203E (pictured here), #203H, #205B and

#203F. These sets include 9½-by-13¾ slates, crayons, chalk, erasers and other creative play material. Each set also features a whimsically-designed header with the message, "A Toy a Day" Play Set.

Creston is shipping 18 sets in each compact, self-display, 24 pound carton. Featuring an uncluttered design, each blue and white carton contains all styles and bears the slogan "Big Value" in large letters.

The firm is also offering, in the same type of carton, its "Take Me Home" Play Set assortment (#500A), smaller items that retail at from 49c-59c.

POLY PAIL AND SHOVEL SET NEW FROM VERA TOYS

Vera Toys has put out an attractive pail and shovel set featuring a unique new look. The two-color poly pail has a relief-surface outer design consisting of pixie-like

characters with [illegible] horizontal and vertical lines.

Its companion piece, a high impact scoop shovel that measures 10¾" by 4½" by 1¾", comes in a bright contrasting color. The pail is available in either red and white, or blue and white, and is 7¾" high with a diameter of 7¾".

Item #504, the set is packed 36 per 15-pound shipper. Vera Toys, located at 133 W. 20 Street, New York City, has a showroom (#205) at the Toy Center, 200 Fifth Avenue, New York City.

New Earthmover by Murray Ohio Simulates Real Highway Truck

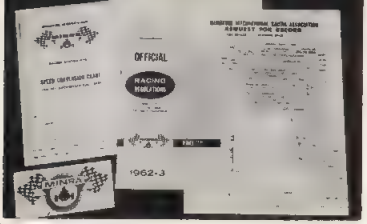
Newest of the big ones, compared with the newest of the little ones.

Murray Ohio's realistic Earthmover, an attractive model truck that comes complete with a highway yellow enamel finish and deluxe spinner hub caps, is accurately patterned after the real truck.

Like its prototype, the Earthmover has a "rock body" rear-dump box, heavily ribbed and wedge shaped for additional sturdiness, and is fitted with off-highway cleated treat design tires. The model truck is "operated" by use of adjustable pedals with ball bearing pull straps and rear axle hangers.

The item measures 47" long and 18" wide and the shipping weight is 32 pounds. Additional information is available from Murray Ohio Mfg. Company, 935 Thompson Lane, Nashville.

Compact '63 "Package" Offered by MINRA for $3 Membership Fee



Shown above are the contents of the 1963 membership package offered by the Minature International Racing Association, P O Box 51, Department C, Englewood, N. J. (see September PLAYTHINGS, page 158), an organization that has been formed to set up rules, and standards for electric car racing throughout the world.

The package for new members includes a welcome letter, official club racing pin, speed conversion chart for all authorized racing sets, official racing decal, track sanction application form, official competition license number and registration card, request-for-record form, and official 1963 competition rule book.

Also included with the package, for the $3 membership fee, will be a periodical newsletter with up-to-date information about slot racing and MINRA members.

URB, RECREATION PRODUCTS APPOINT WALTER PERLMUTTER

Larry Kopelson, vice-president-sales of Urb Products Corporation and Recreation Products, Inc., 55 Meadow Street, Brooklyn 6, N. Y., has announced the appointment of Walter M. Perlmutter, 1000 Lake Shore Drive, Chicago 11, as sales repre-

Walter M. Perlmutter

sentative for both firms in Ohio, Indiana, Illinois and Wisconsin.

Urb produces a line of Oceanic and family pools, filters and a wide range of allied products including inflatable toys, beach toys, surf mats, and so forth; the Recreation Products line comprises pool tables and table tennis tables.

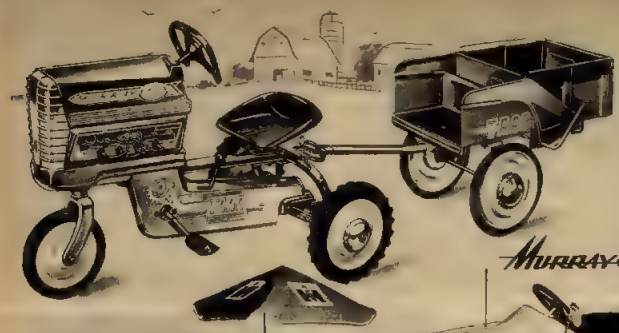
Mr. Perlmutter can be said to have grown up in the toy industry. His late father, Arthur Perlmutter, was prominently identified with leading toy firms during his entire business career.

GUILLOW OFFERING NEW 25¢ FOLDING WING GLIDER PLANE

Paul K. Guillow, Inc., Wakefield, Mass., is offering a new sling-launched, folding-wing catapult glider for 25¢ retail.

Called the AP Air Pro Glider (patent pending), the plane can be quickly and easily assembled and is able to fly 50 feet up and glide hundreds of feet, Guillow reports. The flexible wings fold and unfold smoothly for high-altitude, long distance flights.

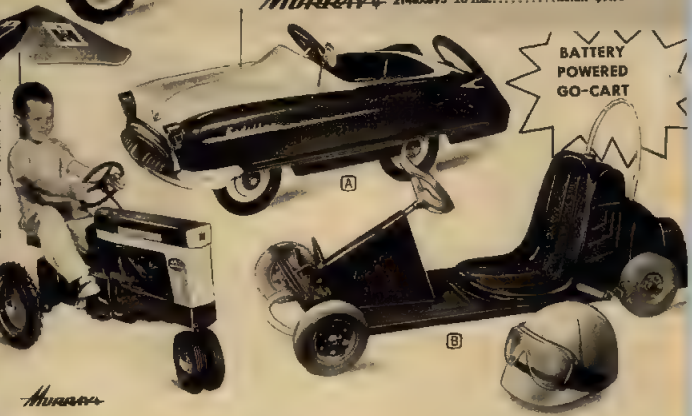
Each glider is individually packaged in a four-color, pre-priced poly bag and packed 24 per display box. Guillow is also offering one free assembled glider for display mounting with each box. Other items made by the firm include motorplanes, die-cut balsa flying and shelf model airplane construction sets and gas model kits.

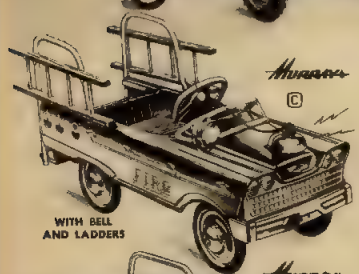


MURRAY DELUXE TRACTOR. Realistic from the spark plugs with real "wires" to the cleated rear tires and pin-type trailer hitch. Easy-action ball bearing chain drive with motor-tone gear shift. Has rugged steel chassis, ball bearing wheels (8" front, 10" rear), rubber tires, spring type adjustable seat. Scarlet red with aluminum and white trim. 22x26" high, 37" long.
2T47X1590 34 lbs. ..... **Retail $23.95**

DUMP TRAILER FOR ABOVE. Dump box is easily operated from tractor seat. 8" ball bearing wheels with rubber tires. 15½x23" long.
2T48X695 16 lbs. ..... **Retail $9.95**

ESKA FARMALL TRACTORCYCLE. Authentic model with dent-proof aluminum alloy body. Concealed chain drive has easy ball bearing action. Gear shift lever controls real tractor sound. Adjustable spring seat. Red and white enamel finish. 18½x27½x39½" long. 43 lbs.
2T49X2665 . **Retail $39.95**
TRAILER. Enameled steel. 11 lb.
2T50X597 8¾x18x29" **Retail $8.95**
UMBRELLA. Canvas, metal bracket.
2T51X335 4 lbs. . . . . **Retail $4.95**



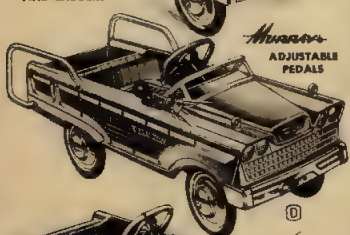


WITH BELL AND LADDERS

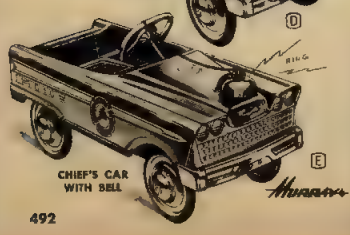
(A) GARTON KIDILLAC. "Big car" style. Speedy chain drive with ball bearing pedal cranks and axle supports. Removable spare wheel. Dash controls for horn and headlights (batt. not incl.). 8" wheels with nylon bearings. Rear view mirror, antenna. Steel body is 20" wide, 45" long.
2T54X2465 46 lbs. . **Ret. $36.95**

(B) BATTERY POWERED MARX-A-CART. Exciting new self-powered Hot Rod has forward-reverse, hand brake, easy steering. All steel base with plastic body, seat, wheels, bumper. 14¾x20" high, 37" long. With helmet and goggles. Batteries not included.
2T52X1960 25 lbs. **Ret. $29.95**
12-volt Battery for above.
1HB46X385 . . **Retail $5.98**

(C) MURRAY FIRE TRUCK. With 5-position adjustable pedals that can be lengthened as child grows. Has fire engine bell, red flicker spotlight, two wood ladders and windshield. Rugged body is 17" wide, 45" long. 8" ball bearing wheels with rubber tires. Ball bearing pull straps and rear axle hangers. Scarlet red with white trim.
2T55X1835 36 lbs. . . . . **Retail $26.95**



(D) MURRAY DELUXE STATION WAGON. Here's real styling with up-to-the-minute lines, plus smooth ball-bearing drive with 5-position adjustable pedals —years of playtime fun! Has bulb horn, gun-sight fender ornaments, reflectors, windshield, and rear compartment with tailgate. 17" wide, 45" long. Metallic beige with red, white trim.
2T56X1590 33 lbs. . . . . **Retail $23.95**



CHIEF'S CAR WITH BELL

(E) MURRAY FIRE CHIEF AUTO. Has real clanging fire bell to clear the way for young "chief". 5-position adjustable pedal lengthens as child grows. All ball bearing construction. 8" wheels, rubber tires. 17x36" long. Red and white.
2T57X1190 28 lbs. . . . . **Retail $17.95**

HAMILTON TOW TRUCK. Genuine towing hoist that really works! Welded steel body, baked enamel finish. Has big pushing bumper, folding windshield, tool box, hand rails. Smooth pedal drive, ball bearing rear axle, 8" wheels, rubber tires. Two seat levels and three pedal adjustments 45" long. 39 lbs.
2T53X1795 . . **Ret. $26.95**

REMPEL

The
REMPLE ACTION
"E-Z RIDE" SULKY

HEY TROTTERS! Just like a real racing sulky. A few quick pushes on the pedal drive sets the big handsomely colored "Thoroughbred" horse in motion with back legs pumping and head tossing. Steers by plastic "reins" attached to steering post. Sturdy sulky with ball bearing wheels, puncture-proof tires, large rubber push pedals, ball bearing crank shaft. 29½x24x48" long.
2T36X3335 30 lbs. ..... **Retail $50.00**

HONG KONG
RICKSHAW

NEW HONG KONG RICKSHAW. Authentic copy of oriental rickshaw will give hours of body building exercise, play and fun to as many as 5 children at one time. Big 16" wire wheels with semi-pneumatic tires make it ideal for lawns or hard surfaces. Lightweight tube steel frame and steel seat, back and step are finished in bright enamel colors. 49" long.
2T37X1597 36 lbs. ..... **Retail $23.95**

ALL STEEL
CONSTRUCTION

(A) BUDDY L SUPER GIANT HOT ROD. Big push-'n-ride model Hot Rod has auto-type knuckle steering, adjustable foot rest, welded all-steel frame, poly-pneumatic "Non-Mar" racing-style tires. Low center of gravity means easy cornering—no tipping. 18x13½" high, 42" long. Brightly colored.
2T38X865 9½ lbs. ..... **Retail $12.95**

(B) BLAZON SPRING "SHOO FLY" ROCKER. Colorful high masonite sides keep baby safely in the "saddle". Strong, brightly-plated 1-piece steel rocker has rounded corners to protect walls and woodwork. Steel seat, tray and footrest have rounded edges for safety. Shoo Fly can be used without rocker. 17x18x32" long.
2T45X665 13 lbs. **Retail $9.95**

(C) BERBRO HOT ROD RACER. Rugged push-'n-ride racer designed for high-speed performance. Has heavy tube steel frame, semi-pneumatic wheels, lever hand brake, wide tread and low center of gravity to prevent tipping. Easy for young mechanics to assemble. Gives hours of healthy outdoor fun.
2T44X730 12 lbs. ..... **Retail $10.95**

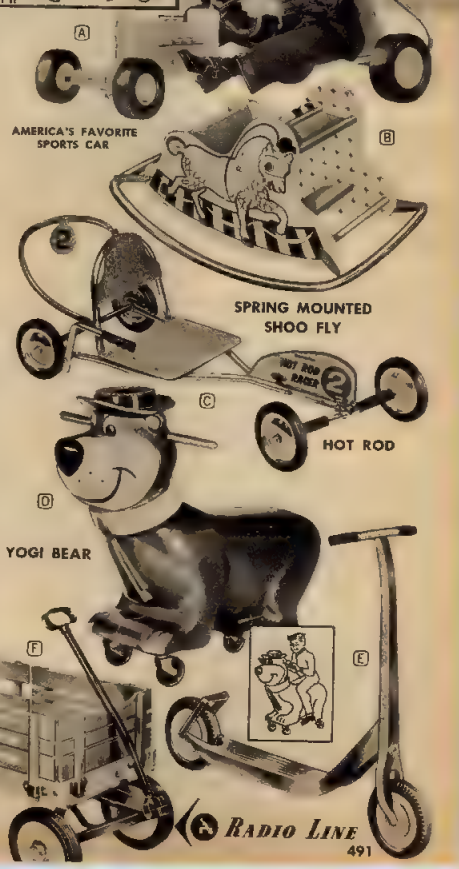
(D) BUDDY L SIT-N-RIDE YOGI BEAR. How the youngsters will love to scoot about on Yogi's broad back. Television's most loveable character is sculptured in amazingly life-like, beautifully colored poly. Rolls on 4 free-rolling, non-marking casters. Yogi is 7½x19" high, 23" long
2T46X330 6 lbs. **Retail $7.95**

(E) RADIO DELUXE SCOOTER. Swift and smooth riding. One-piece Seminole Red frame of extra heavy-gauge steel for solid strength. White wheels and tubular steel handle with black plastic grips. Puncture-proof semi-pneumatic tires and parking stand.
2T42X397 Deluxe Model. 37" long, 8½" wheels. 12½ lbs. **Retail $5.95**
2T43X275 Super Model. 31" long, 6" wheels. 7 lbs. **Retail $3.95**

(F) RADIO "TOWN & COUNTRY" WOOD STAKE WAGON. Red enameled wood stake sides are removable. Natural finished hardwood body is 18x38" long, reinforced with recessed tie rods. Extra-wide, sturdy undercarriage has big 10" wheels with puncture-proof tires. Heavy plated hardware. Congo graphite bearings never need oiling.
2T39X1465 40 lbs. ..... **Retail $21.95**

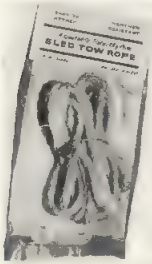
(G) RADIO FLYER ALL METAL WAGON. Red enameled body is 4½x17½x36" long. White 10" wheels and trim. Congo graphite bearings.
2T40X797 32 lbs. ..... **Retail $11.95**
RADIO SUPER ALL METAL WAGON. Same construction as above but smaller 3¾x13x28" body, 7" wheels. Bright red with white wheels, trim.
2T41X530 18 lbs. ..... **Retail $7.95**

Removable
Wood Side
Stakes



POLY TOW-ROPE IN BAG FROM KALAMAZOO SLED

A 9-foot adjustable polyethylene tow-rope for sleds has recently been developed by Kalamazoo Sled & Toys, Inc., Kalamazoo, Mich., to accent its 1962 line of Champion sleds and discs. Made of a



bright yellow polyethylene cord, it is strong, lightweight and durable. A unique, simple-to-use clip allows adjustments in length to fit most sleds

Each rope is individually bagged in a clear plastic bag, packed 24 ropes per counter display carton.

VARNEY ANNOUNCES MAJOR CHANGES IN LAUNCHING NEW SALES PROGRAM

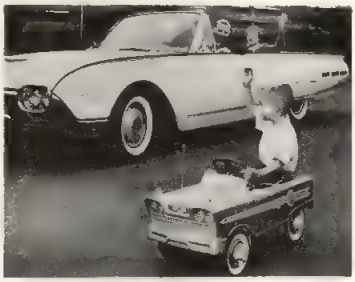
Varney Model Manufacturing, Miami, Fla., recently announced the active participation of principal Lou Kramer as national sales manager Mr Kramer is well known in the hobby and toy industry for his over 30 years' experience in various phases of design, manufacturing and wholesale and retail marketing

In assuming his new role, Mr. Kramer predicted that 1962 will be the best year yet for ready-to-run HO sales and said that Varney has taken "giant strides" to meet the demand

The Varney 1962 product line has been expanded to include 10 all-new ready-to-run train sets priced at from 11.98 to 39.98. Four of these sets, called the 'Master Series," are complete with the "Mark III" power supply and offer the consumer everything needed for a complete operating model railroad. Many new product improvements and refinements have been incorporated, including a new HO train motor. It was also pointed out that packaging will be all new, utilizing the latest concepts of "see-through" and "break-apart" design.

Varney Model Manufacturing Company, Inc., 3350 Northwest 48 Street, Miami 42, was established in 1936, and is well known by the avid HO hobbyists as one of the original pioneers. It has only been in the last few years that Varney has been identified as a major manufacturer of ready-to-run HO electric trains for the toy trade The firm manufactures a complete line of RTR as well as kit locomotives, railroad cars and HO parts and accessories.

Redesigned Murray Tee Bird Has Music Box, Retractable Antenna



The larger one of these two cars, by Henry Ford II and associates, may be of chief interest to only the adults in the family, but the juvenile auto, a redesigned model of Murray Ohio Manufacturing's earlier Tee Bird, now has as "standard equipment" a radio music box, retractable radio antenna, spinner type hub caps, and a chrome-finished instrument panel. Murray's 1962 azure blue metallic auto, trimmed in red and white, is designed as the ideal car for the junior sports car set ages 18 months through the preschool period to six years.

More information on Murray's 1962 wheel goods—including autos, velocipedes and park cycles, and their 1962 Speedweight bicycles—is available from Murray Ohio Mfg. Company, 635 Thompson Lane, Nashville 4, Tenn.

Clubs, Tees, Hazards, Greens in "All Star Golf" by Ray Plastic

Teeing off on the "All Star Golf Course" made by Ray Plastic, Inc., Winchendon Springs, Mass., these youngsters experience the thrill and excitement found in real golf. Miniature golfers actually drive the ball aloft—or quite humanly hook and slice

Scaled 1" per 15 yards, the entire course covers 3,143 yards. Sandtraps, water hazards, trees and elevated tees add to the realistic play value of this course Each action golfer comes equipped with four clubs—a wood, two irons, and a putter.

Complete with a permanent score card, four action golfers, 300 tiny golf balls, 16 chrome "Spalding" Clubs, ball markers, numbered tees, flags and the 25'-by-36" course, the "All Star Golf Course" retails for $14.95

4 star sellers from MURRAY

Here are typical sales builders from America's leading line of juvenile wheel goods.

1. **MURRAY VELOCIPEDES** feature the distinctive Step-Up frame. Many models have new stylish fender ornaments and large, deluxe hub caps.
2. **MURRAY TOT-RODS** — Super Chain Drive model has new adjustable seat — another Murray first! Tot Rod also available in pedal drive model.
3. **MURRAY TRACTORS** — These long-time favorites are available in two chain drive models, plus two different types of trailers
4. **NEW PAYLOAD DUMP TRUCK** — 5-position Adjust-o-matic pedals. Easily operated dump mechanism. "Truck-tread" tires and "spinner" hub caps.

Remember, **more children ride on MURRAY wheels than any other kind.** So cash in on MURRAY'S greater sales appeal

TESTED for families with children and awarded this seal — COMMENDED BY PARENTS MAGAZINE

THE MURRAY OHIO MFG. CO. • NASHVILLE 4, TENNESSEE

ANNOUNCING THE WONDERFUL WORLD OF TOYS BY MAGIC WAND

ROOM 1716
HOTEL NEW YORKER

Carrom game line to use Knickerbocker sales organization

Arrangements were recently completed whereby the sales organization of the Knickerbocker Toy Company of New York City will represent Carrom Games, Division of Shampaine Industries, Inc., St. Louis, Missouri, in twenty-nine states. R. G. Watel, sales and marketing director for Carrom Games, in his announcement also disclosed that Carrom Games will be permanently displayed in room 500 at the Knickerbocker showroom, 1107 Broadway, beginning March 1, 1962.

States included in the territory Knickerbocker will serve include Indiana, Ohio, Kentucky, Lower Peninsula of Michigan, Western Pennsylvania, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, Oklahoma, Arkansas, Louisiana, Texas, Montana, Idaho, Wyoming, Utah, Colorado, New Mexico, Arizona, Nevada, California, Oregon and Washington.

Other representatives for the firm are Bernard Cahn of New York City and George J. Pedersen of Chicago, Illinois who will continue to cover those states not in the Knickerbocker territory mentioned above.

During the Toy Fair the new Carrom Game line will also be displayed in room 1001, Hotel New Yorker, New York City.

In his announcement Watel stressed the fact that the more complete territory coverage and permanent showroom at the Knickerbocker Toy and Game headquarters gives game buyers every opportunity to see and inspect the all new Carrom Game Line for 1962, America's most popular games since 1889.

Year 'round ad campaign to promote Lowell game line

Lowell Toy Mfg. Corp., 1074 Brook ave., N.Y., N.Y. makers of games for children and adults, has embarked on a year-round advertising promotion program, said to be the most extensive in the firm's history. The theme of the entire program is "The Big L."

A major part of the heavily budgeted effort, according to Herb Diamond, Lowell president, will be devoted to games based on popular television shows—games said to duplicate the action and excitement of the TV originals. These include Your First Impression, Window Shopping, Surfside 6, Price Is Right, Ripcord, 77 Sunset Strip, Truth or Consequences, Sea Hunt. One of Lowell's most successful games, of this kind is Jan Murray's Charge Account, which is exposed daily on the network program of that name.

A campaign of large-space national advertising is projected for Look, Sports Illustrated, The New York Times Magazine, Parents' Magazine, The Chicago Tribune, Holiday, Esquire, Boy's Life and The New Yorker. Ads will feature names of retail outlets as an added selling aid for dealers.

Also included in the campaign will be Lowell's new oversized magnetic-action games — Red Riding Hood, Pinocchio, Stagecoach, Robinson Crusoe, and Skoop, which according to early reorders have generated widespread buyer interest.

Chet Huntley Invites You

to meet him personally at Room 1550, Hotel New Yorker, and to see and play the exclusive new

"NBC-TV NEWS GAME"

This fascinating game for all ages — the first of its kind — is based on actual news stories as reported by Mr. Huntley. It's a winner!

Win an RCA Color TV
or one of a host of other prizes

You must pick up your ticket in person at Room 1550, Hotel New Yorker, before 1 p.m., Wednesday, March 14

Another Fast Seller by the Makers of
"THE BIG BOARD" "THE BIG BOARD FOR JUNIORS"
and the new "JUNIOR AUCTION TV GAME"

DADAN, INC., WATERTOWN, NEW YORK

It's just like real football with plenty of body contact and broken field running. When the big 36x21-inch electrically-controlled field starts to vibrate, all of the 22 men are set in motion.

$12.69

National League Electric Football

Just like playing a real football game Backfield men, carrying magnet tipped football, try for first downs and TD's Linemen can block and tackle. A spring catapult, used for kick-offs and passing adds more realism opposing team can intercept passes and take over Offense controls the push-button vibrator. The hardboard field is set in steel frame Includes emblems, pennants, stick-on uniforms, goal posts, markers metal scoreboard and rule Operates on 110-120 volt, 60-cycle AC. UL listed

79 N 4041 Shipping weight 13 lbs $12.69

Electric Football on a 28x15-in. vibrating board $7.99

Put all your football strategy into action with a team of miniature players that leap into motion when the switch is flipped on your electric vibrating field. Kicker-passer sets up authentic plays. Ball can be kicked, passed and run. All 22 players block and tackle Operates on 110-120-volt, 60-cycle AC. UL listed motor Game also includes 2 magnetic balls. Hardboard field in steel frame, goals, markers

79 N 236C Shipping weight 7 pounds..... $7.99

Foto-Electric Football on lighted gridiron $5.55

Quarterback your own team! Viewer shows every play in motion . . duplicates results, hard-hitting action and suspense of real football. Field with illuminated Play viewer; offense and defense plays; scoreboard; dials for kicks, tackles all in box 18x13¾x3 inches Includes 11 plastic players Play-viewer is UL listed, operates on 110-120 volt, 60-cycle AC-DC

49 N 216—Shipping weight 4 lbs. 2 oz. $5.55

Battery-operated Spinner Football $2.75

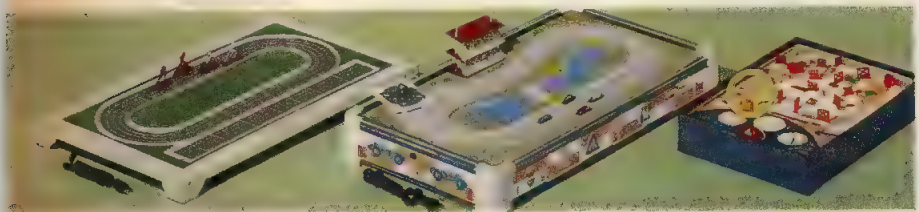
without battery

The quarterback in this game is a battery-controlled spinner Signal code numbers decide the plays Wooden pegs keep score as the plastic football is moved up and down the 16x6-inch fiberboard field. Uses 1 "D" battery; order below

79 N 367C Shipping weight 2 lbs. $2.75

"D" Battery. Shipping weight each 4 oz.

79 N 4660 . . . . Each 16c; 4 for 60c



Electric Track Meet with moving men $5.55

A switch is the starting gun for real action It starts mile, quarter mile or low hurdle races, setting 4 plastic trackmen moving around vibrating 15x26-in. board Plastic over metal 110-120-v., 60 c AC UL listed

79 N 348C—Shipping weight 4 pounds $5.55

Electric Cars race on 28x15-in. track $6.96

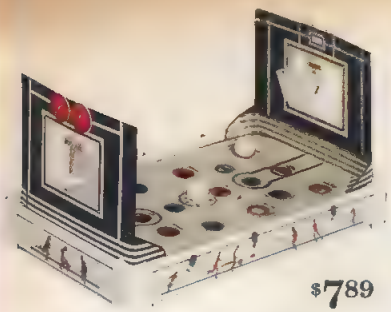
Speedway auto racing in miniature. Four plastic cars whiz over the tricky four lane track . corner pot away on the straights and speed over the finish line on the vibrating board Hardboard in durable steel frame Plug into any 110-120-volt 60 cycle AC outlet. UL listed.

79 N 357C—Shipping weight 6 pounds $6.96

Skill Drive magnetic Raceway Game $1.75

Racing-car fancier can take the wheel himself and maneuver sports car over a twisty course right on 10½x14-in. cardboard raceway. Two miniature plastic cars negotiate curves, bridges, run into road blocks. Player controls magnet underneath raceway

49 N 383—Shipping weight 1 lb. 8 oz. . $1.75



$7.89

Play Basketball on big 28x14-in. metal court

Sink baskets from any one of 16 spots on the realistic looking court. Large size and 6 spring action levers rimming outside challenge your timing and coordination. Chance of losing ball to opponent makes every shot exciting. Flippers can be adjusted for more accurate aim with special tool supplied. Metal backboards, plastic net baskets, 2 plastic balls, rules. Keeps score by moving dials on backboard. 2 players.

79 N 449C —Shipping weight 7 pounds $7.89

BAS-KET

Thrills of Basketball on a 20x12-in. fiberboard court $4.22

Whiz through an action-packed game using 6 lever-controlled flippers. You'll develop a sharp "shootin' eye" as you toss the ball at the baskets from 12 points on the court. Set up the game in seconds . . . everything you need is right in the box. Fiberboard court, backboards, tip-down net-baskets, plastic ball and metal flippers. Official rules are used. Keep score by moving dials on backboards. Fast action fun for all ages. One to 6 can play for team competition.

79 N 202C —Shipping weight 3 pounds $4.22

8-man Hockey Game on 24x16-in. rink $5.55

Expect plenty of speedy play for 2 on this lightweight compact board. Eight separately controlled men spin in fixed spots to block or drive the marble puck for goals. Game helps develop co-ordination. Heavy-duty hardboard rink and sides reinforced by metal corners. Players are metal.

79 N 360C—Shipping wt. 9 lbs. $5.55

12-man Ice Hockey Game on big 36x18-in. rink $9.99

You've got 10 men on the ice plus 2 goalies moving from side to side to give this big rink game lots of split second timing. The skaters spin in place controlled by individual metal rods. They can block or send the marble puck sailing into opponents' goal net. The strong hardboard rink is set in steel frame. Six pennants in authentic colors. For 2 players.

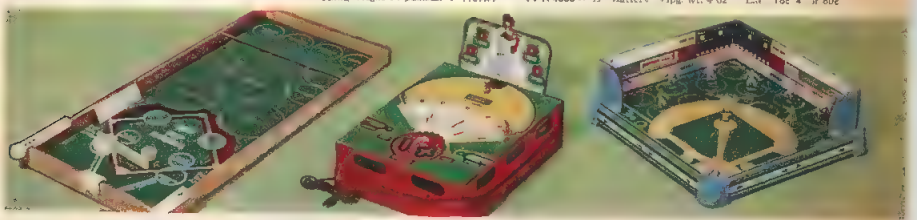
79 N 2241—Shipping weight 14 pounds. . . . $9.99

National League Hockey Light flashes with each goal $11.99 without batteries

More action . . . 10 men really cover the ice in this game. They shoot, pass, block while skating forward or back. 2 goalies move from side to side . . . controlled by slide rods. Flip lever to send puck back in play from the net. NHL rule book, stanley cup replica, pennants, plastic score clocks, tower 2 bucks. 36x18-inch rink of Masonite Pressboard, metal frame. Order 2 "D" batteries below. 2 players.

79 N 4411—Shipping weight 10 pounds $11.99

79 N 4660 —"D" Battery. Shpg. wt. 4 oz. . . . Each 16c 4 for 60c



Play Bop Baseball on 48x21-in. board $6.99

Batter up! Pitcher sends the "ball" down the board. If you swing and connect, the ball lands on a scoring circle. If you miss, a gong sounds. Players follow regular major-league baseball rules and keep score on plastic tallies. Two players.

79 N 4361 Shipping weight 11 lbs. . $6.99

Foto-Electric Baseball Game $5.99

Code-punched cards are placed on the lighted viewer. They give players the basic baseball rules to play every exciting play of a regulation 9 inning game. Operates on any 110-120 volt, 60-cycle AC-DC outlet. UL listed. 18x14x5 inches. For two players.

49 N 217—Shipping weight 3 lbs. 8 oz. $5.99

Magnetic-Action Push-Button Baseball $6.17

Pitcher fires ball, you hit with lever-action bat. Slam a magnetic ball into play on 19x19-in. "field." Young fans thrill as they hit doubles, triples, homers. 9 metal players. Hardboard base; steel stand. For two players.

79 N 215C Shipping weight 6 pounds $6.17

MEET "FLIP"®

AT THE

AMERICAN TOY FAIR

ROOMS 1834-1836-1837
HOTEL NEW YORKER

- Complete in OFFICIAL SCHOOL COLORS and with official School Insignia on chest.
- Available now for all your local High School and College teams.
- Also available in all 14 National League Football Teams in their Colors & Emblems.

FLIP STANDS FULL 17½" TALL INDIVIDUALLY BOXED

Associated Press Poll No. 1 Rated Team

FLIP WILL KICK A SALES GOAL FOR YOU

Exclusively manufactured by

COLUMBIA TOY PRODUCTS

3115 E. 12TH STREET — KANSAS CITY 27, MO.

As always... you can expect

NEW CREATIONS
DISTINCTIVE IDEAS
IN THE 1962

NANCY ANN STORYBOOK DOLL LINE

STYLED-PRICED-PROMOTED IN KEEPING WITH
TODAY'S MERCHANDISING TRENDS AND NEEDS!

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FOR MANY SURPRISES - BE SURE TO SEE US AT THE
TOY FAIR · RM 1033 NEW YORKER

☆

Nancy Ann Storybook Dolls, Inc.

424 NINTH STREET SAN FRANCISCO, CALIF.

As always... you can expect

NEW CREATIONS
DISTINCTIVE IDEAS
IN THE 1962

NANCY ANN STORYBOOK DOLL LINE

STYLED-PRICED-PROMOTED IN KEEPING WITH TODAY'S MERCHANDISING TRENDS AND NEEDS!

★

FOR MANY SURPRISES - BE SURE TO SEE US AT THE
TOY FAIR • RM 1033 • NEW YORKER

★

Nancy Ann Storybook Dolls, Inc.
424 NINTH STREET SAN FRANCISCO, CALIF.

Home Golf game is a combination of luck and skill. Employs 9 golf clubs, each with its own playing dial. Each of the 18 holes is scaled to the Pebble Beach course. $14.95. Mel Weiss Enterprises, 1601 Noriega st., San Francisco.

Pop-Up 'N Hit set contains a 29" oak bat, three 2¾" white balls with a yellow and blue pop-up launcher. Set is secured to corrugated display card; retail at $1.98 each. Packed 1 dozen per carton. Irwin Corp., 200 5th ave., N. Y. C.

Early American Campaigner holster set contains spittin' image of the old .44 caliber revolver. Fully authentic, has shootin' bullets and genuine fast draw adjustable leather belt. $4.98. Daisy Manufacturing Co., Rogers, Arkansas.

Magnajector opaque projector enlarges any illustrated material up to 4' wide in full color or black and white. Comes in black insulated socket housing; uses ordinary light bulb. $7.95. Rainbow Crafts, Inc., Cincinnati, Ohio.

Snub-Nosed Cap Pistol fires 250 shots from roll-caps with repeating action. Durable diecast with steel blue finish and brown checkered grips. 6⅜" long; 79¢ retail. Nichols Industries, Inc., Box 1191 Jacksonville, Texas.

Storm is a pedestal playhorse that comes in true-life colors. Spring suspension is sturdy, safe, with a maximum of movement; can buck forward and rear backward, rodeo style. Taylor Wyman Co., Westminster, South Carolina.

Christmas Stocking rack holds 8 dozen stockings to retail at 49¢, 59¢, 79¢ and 98¢. Shipping weight, fully assembled and stocked is 13½ pounds; base requires 1½ sq. feet of space. S.R Oresman & Co., Inc., West Warwick, R.I.

Oliver Twist novelty hats are worn by Rod McKuen in every appearance he makes on television and in clubs. McKuen cuts the Oliver Twist record for Spiral Record Corp. Corona Hat Company, Inc., 27 Wilbur st., Lynbrook, N. Y.

Practice Golf Balls come 24 to a package that's poly-bagged with a colorful header. Official size ball can be used indoors due to soft, harmless construction. $1.00. Del Ray Plastics Corporation, 200 Fifth ave., New York, N.Y.

NINE NEW DESIGNS ADDED TO "PICTURESQUE" LINE

Encouraged by the reported trade success and popular acceptance of their unique "Picturesque" mosaic craft introduced last fall, General Crafts Corporation of Baltimore (formerly Plaque Craft) has announced the addition of nine new mosaic-by-number wall panels, bringing the items in the "Picturesque" line to a total of 18.

Six of the nine new subjects are in the $5 price range, three in the $10 range.

The Dealer Pak on the new series—as well as on the original "Picturesque" offerings includes one of each design, a total of nine complete boxed sets, plus one finished sample in the small (FQS) $5 size.

The new designs, developed by the

company's staff of artists, are geared to the popular desire for escape themes such as romantic periods of the fabled past. Grecian Man and Grecian Woman, from the days of Hellenic glory; Jousting Knights from the age when chivalry was in flower; Adam and Eve from the Garden of Eden paradise; Fishing Scene from the time of wooden ships and iron men; Americana, and idealized Zodiac Signs, A and B.

The original nine motifs include Oriental Man, Oriental Woman, Oriental Pagoda, Golden Pheasant, Buddha, Still Life with Pineapple, Still Life with Watermelon, Comedy and Tragedy.

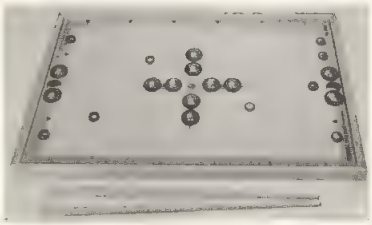
Easy-to-assemble wall hangings, the new "Picturesque" kits are pre-sketched and numbered on fabric-textured backgrounds, and pre-framed with richly polished wood. Each kit includes imported mosaic tiles, colored glass, beads and stones, glue, and simple-to-follow instructions.

Additional information about "Picturesque" may be obtained from General Crafts Corporation, Inc., 3031 James Street, Baltimore 30.

QUOTE-UNQUOTE

"The package should have a *professional* look . . . a look of *quality!* It should have *good coloring* avoiding use of strong garish colors—but harmonious and in keeping with other items in the department. Most good designers insist on visiting a number of stores . . . to get a first hand look at *where* and *how* their new creation will be situated at the store level. . . ."—*Kenneth C. Meyer, sales promotion manager, Butler Brothers Products Corporation, Chicago.*

Merdel Expects Heavy Sales On Bumper-Style Ring Pool



William J. Mueckler, president of the Merdel Game Mfg. Company, Ludington, Mich., advises that one of his concern's

William J. Mueckler

most promising new numbers for 1962 is the above-shown Ring Pool game (bumper style) that has been designed for family play.

Size of the game, a $9.50 retailer, is 24" by 35".

Mr. Mueckler also notes that the Merdel sales organization is made up of the following representatives and companies:

Dunlevy-Heiser, 200 Fifth Avenue, New York City—covering metropolitan New York, New England, New Jersey, Delaware, Pennsylvania, Maryland, and Virginia; H. Kirk Hickey, Los Altos, Calif.—the Pacific Coast; Bob Wagaman Sales Company, 4748 Woodvale Drive, N.W. Atlanta—Georgia, Florida, Mississippi, Alabama, Tennessee, and the Carolinas; Alan F. Wells Company, 138 Social Hall Avenue, Salt Lake City—Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona, New Mexico and El Paso, Texas, McDonald & Associates, 1624 Dallas Trade Mart—Texas, Louisiana, Arkansas and Oklahoma; Albert Del Zoppo, Ludington Michigan, Wisconsin, Illinois, Indiana, Ohio and Kentucky.

Merdel will be showing at the Toy Fair in room 1018, Hotel New Yorker, in New York City.

Nichols' Rapid-Fire Carbine

At this month's 1962 Toy Fair, in rooms 1760-1-2 of the Hotel New Yorker, Nichols Industries, of Jacksonville, Texas, will be showing a host of new toy gun models. Prominent among them will be the above-pictured #94 Carbine, patterned after a well known, widely-used weapon of the early West.

Able to be fired rapid-style by trigger or lever action, the "94" has a capacity of 250 roll caps. Loading is simplified by the presence of a flip-up side plate. Other features of the carbine are its high-impact plastic barrel, simulated wood-grain finish stock and forearm, and rear and front sights.

BACK IN 1917

A life-size monkey manipulated by elastic bands could be made to prance along side of a child as he walked.

Gee!! LOOK WHAT'S NEW ...from NICHOLS OF TEXAS

NICHOLS combines a pair of hot selling favorites into another sales leader . . . The NICHOLS #221 WESTERN GUN SET.

The 221 Set combines NICHOLS No. 220 authentic Western-styled Model 94 250-shot CARBINE . . . with a double-holstered pair of NICHOLS No. 16 double-action COWPUNCHER pistols.

The CARBINE is rapid firing trigger or lever action. Easy loading for 250 shot roll caps. Durable metal firing mechanism, hammer and lever in bright finish.

DOUBLE-HOLSTER set in durable simulated leather, black special plastic. All metal double-action pistols in bright finish with ivory grips.

Set mounted on attractive corrugated board for easy display.

Packing: ½ dozen Weight: 14 lbs. (approx.) Retail- $3 98

ITEMS ALSO AVAILABLE SEPARATELY

No 220 CARBINE

250-shot repeating. Open window box Pkg 1 doz. Wt. 12 lbs. Retail $1 98

No 255 HOLSTER SET

Double holsters with #16 Cowpuncher pistols. Window package. Pkg 1 doz. Wt. 14 lbs. Retail $1 98

"Gunsmiths to Millions of Cowboys"

NICHOLS

Industries, Inc. Jacksonville, Texas

SEND COUPON BELOW FOR NEW NICHOLS 1962 CATALOG SHOWING THE MOST COMPLETE PISTOL, RIFLE, HOLSTER LINE IN OUR HISTORY SENT FREE AND POSTPAID MAIL TODAY

NICHOLS INDUSTRIES INC
3000 Tyler Highway
Jacksonvill e, Texas

Please send me your new 1962 full-color catalog showing the complete NICHOLS line

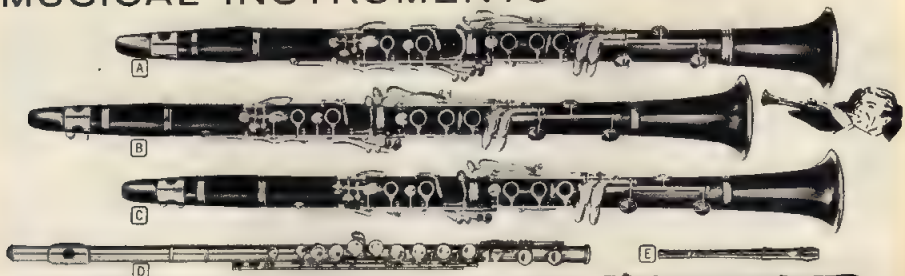
Name_____

Firm_____

Address_____

City_____ Zone____ State____

MUSICAL INSTRUMENTS



(A) PROFESSIONAL TYPE CLARINET. Fulfills the most exacting requirements! Hand phrased and tuned in perfect twelfths. Hand-forged and shaped keys of hardened nickel silver. Tight mechanism, selected Grenadilla body. B-flat Boehm system. 17 keys, 6 rings. Deluxe case and accessories incl.
1E360X15700 .....**Retail $265.00**

(B) PRECISION WOOD CLARINET Uses B-flat Boehm system, 17 keys, 6 rings. Perfect intonation. Integral tone holes are hand phrased for finest tuning. Keys are crafted of hard nickel silver. Comes with case and all accessories.
1E361X11700 .....**Retail $195.00**

(C) GRENADILLA CLARINET. Seasoned Grenadilla wood, quality construction, ultra-responsive action, rich tone. B-flat Boehm system, 17 forged nickel-silver keys, 6 rings. With deluxe case, accessories
1E362X7700 .....**Retail $139.50**
Best Ebonite Clarinet. With Accessories.
1E363X7250 .....**Retail $129.00**

(D) CUSTOM-BUILT FLUTE. Key of C, closed G‡ Professional quality. Hard-drawn seamless nickel silver tubing, smooth mechanism.
1E364X10500 Case incl.....**Retail $175.00**
Deluxe Flute With case.
1E365X7200 .....**Retail $120.00**
Fine Quality Piccolo. Case included.
1E366X7500 Key D-flat .....**Retail $125.00**
1E367X7500 Key C .....**Retail $125.00**

(E) SOPRANO RECORDER. Key of C. Expertly made of high grade 20-yr. aged pearwood Keeps tone and pitch Baroque fingering with 2 double holes, cork joining. Highly polished Swab included Packed in box
1E368X465 .....**Retail $7.75**

(F) ALTO RECORDER Key of F Made of high grade, 20-year aged pearwood keeps tone and pitch for long time Baroque fingering, 2 double holes. 3 sections, cork joined
1E369X1137 Swab included . . .**Retail $18.95**
Tenor Recorder. Key of C.
1E370X1770 .....**Retail $29.50**
Bass Recorder. Key of F.
1E371X4770 .....**Retail $79.50**

(G) STRATATONE "MARS" GUITAR. Improved design with single pickup built into body. Highly responsive. Tone, volume controls. Slide switch allows quick change from rhythm bass boost to solo treble or take-off. Case incl
1E372X4950 ...**Ret. $82.50**

(H) 5-TUBE AMP. Has 12" Jensen PM speaker, rich tone Top mounted controls include 2 volume controls; tone control, on-off switch and pilot light. Features 3 inputs (1 higher gain for mike). Large cabinet. 18¾" long, 16⅜ high, 9½ deep.
1E373X5970 ...**Ret. $99.50**

(J) 4-TUBE AMPLIFIER. 8" Alnico V speaker, 3 instrument inputs, volume control and tone control with switch. Acoustically constructed homasote case for true, undistorted tone. Plastic coated leatherette covering. Leather handle.
1E374X3300 ...**Ret. $55.00**

(K) ELECTRIC GUITAR. Cutaway design for easy fingering. Long lasting shaded sunburst finish; celluloid bound. Size. 15¾"x40½". Highly responsive double pickup, 2 tone and volume controls 3-position switch.
1E375X6750 ..**Ret. $112.50**
Case for Above.
1E376X957 ....**Ret. $15.95**

(L) VALUE LEADER GUITAR. Easy-playing, reinforced slim neck. Super-auditorium size. Maple body with celluloid edges. Lustrous Walnut finish. Magnetic pickup; tone, volume controls.
1E377X3597 ...**Ret. $89.95**
Case for Above.
1E378X743 ....**Ret $12.38**

(M) STANDARD SIZE GUITAR. Fine quality acoustical guitar of hardwood construction with hard maple fingerboard. Accurately fretted and well made. Remarkable instrument at very modest cost. Excellent tone.
1E379X1440 ...**Ret. $24.00**
Case for Above.
1E380X540 .....**Ret. $9.00**

(N) AUDITORIUM MODEL GUITAR. Arched top and back. Made of birch with F-holes. Maple fingerboard, accurately fretted. Shaded mahogany brown finish White striped edges.
1E381X2160 ...**Ret. $36.00**
Case for Above.
1E382X743 ....**Ret. $12.38**

(P) AUDITORIUM SIZE "PLAINS" GUITAR. Spruce top for fine tone. Laminated crackproof Mahogany back and sides Celluloid bound inner edges and sound hole Extra inlay on top. Slim steel reinforced neck
1E383X2520 ...**Ret. $42.00**
Case for Above.
1E384X654 ....**Ret. $10.89**

(R) AUDITORIUM ARCHED GUITAR Sturdy maple body has firmly bonded joints, won't pull apart. Accurately fretted oval fingerboard. Adjustable bridge. Beautifully finished.
1E385X2850 ...**Ret. $47.00**
Case for Above.
1E386X743 ....**Ret. $12.38**

(S) WESTERN STYLE GUITAR Nick Manoloff professional model with thin, wide waist body 3¾" deep—bottom width 16" —terrific tone! Celluloid guard-plate. 2-tone sunburst finish. Nick Manoloff Instr. book
1E387X2700 ...**Ret. $45.00**
Case for Above
1E388X792 ....**Ret $13.20**

Please Write For Any Instruments Not Shown

Sign up the new PRO
for a winning season

Made in U.S.A.

The PRO, shown, is one of many new gloves and mitts in the 1963 Nokona line .t features an extra wide web to form a larger "catching area" and a much deeper pocket. Made from Nokona especially tanned selected cowhide, the PRO also features Nokona's patented ' Ristankor" and new contoured heel. See the PRO and all the other fine new Nokona gloves and mitts for '631

Nokona

Write for New Catalog

Nocona Athletic Goods Company, Inc. / Nocona, Texas
Manufacturers of Quality Leather Goods Since 1926

(For More Information Circle No. 86 on Page 183)

Golf Club Manufacturers Settle Union Hdwe. Suit for $570,000

THREE major sporting goods manufacturers on October 10 settled for $450,000 a multi-million-dollar damage suit brought against them on price-fixing charges by a competitor. The three are the Wilson Athletic Goods Mfr Co., River Grove. True Temper Corp., Cleveland, and A. G Spalding & Bros., Inc., Chicopee, Mass

The three firms were among five sporting goods manufacturers named in a treble damage suit for $15 million by the Union Hardware Co., Torrington, Conn., in 1958.

The total settlement by the five came to $570,000

The $450,000 settlement was confirmed by Thomas C McConnell, attorney for Union Hardware. The settlement came after a jury had been selected to hear the case before U.S. District Court Judge Richard B. Austin in Chicago.

McConnell also confirmed that Union Hardware previously had settled for $120,000 its suit against MacGregor Sports Products Co., the other two original defendants Cincinnati, and Hillerich & Bradsby Co., Louisville, Ky

In addition, it was learned that the five firms previously settled another price-fixing suit by the National Die Casting Co., Lincolnwood, for a sum in excess of $385,-000

All five firms were found guilty in U. S District Court here in 1958 of violating the Sherman Anti-trust Act by conspiring to monopolize the golf club market. The companies were fined $2,000 to $10,000. Six officials also were found guilty and fined $200 each.

After the government gained those convictions, Union Hardware brought its suit, charging that True Temper, maker of steel shafts for golf clubs, and the four major golf club manufacturers conspired to establish a minimum price for tubular steel golf club shafts

It was alleged that this price was cheaper for the Big Four than for other makers who used the shafts, including Union, and that independent companies were not allowed to purchase the shafts unless they agreed to maintain a minimum price for golf clubs.

Bill Ford Resigns Brunswick Post

William H. Ford, who joined the MacGregor Co. as advertising and sales promotion manager in March, 1959, and continued in that capacity when Brunswick Corp. acquired the firm, has accepted the position of advertising director of Mead Paper Corp., Dayton, Ohio Previous to his association with MacGregor, Ford for 13 years had handled the sporting goods account as a vice-president of Hugo Wagensell & Associates of Dayton Previous to that, Ford had been in the advertising department of National Cash Register Co., also of Dayton.

Buys Agency Control

R. E Hughes, formerly general sales manager, Lone Star Boat Co., Grand Prairie, Tex., and more recently owner of the R. E. Hughes Co., Dallas, has purchased controlling interest in Sanders Advertising Agency, Inc., Dallas.

The NORWALK Line

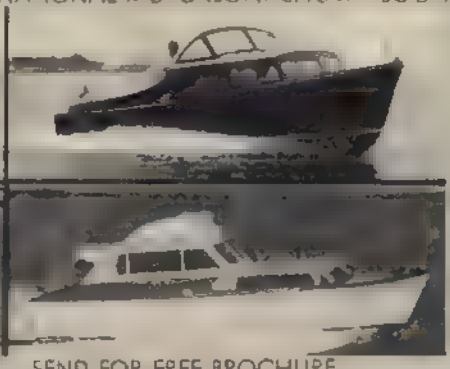
FAMILY CRUISERS *for 1962*

The NORWALK 25" Custom Deluxe. A fast, dry, safe cruising craft. Semi-Vee-bottom, lapstrake construction. Sleeps 4. Enclosed marine toilet, equipped galley. 30 W. S/S. D/F, Bow rail, Compass, Many extras Chrysler 110 or 145 HP. Completely equipped.
Custom Deluxe From $5,995
Standard as low as $4,995
Flying Bridge $795

The "NORWALK 26", A custom sport fisherman Round bilge lapstrake construction, trunk cabin, sleeps 2 or 3 enclosed head complete galley Fully equipped including Navy Top Chrysler 125 HP Production limited—Order early
As low as $6,950

SEE EXHIBIT AT NATIONAL MOTORBOAT SHOW —BOOTH 259

25 31



26 36

SEND FOR FREE BROCHURE

NORWALK BOAT WORKS, inc.
160 Water Street
South Norwalk, Conn.
TEmple 8-2301

The "NORWALK 31". A new model, more space, greater comfort. Sleeps 6. Lapstrake, Semi-Vee double bottom. A fast, seaworthy cruiser. With a Twin 195 HP Completely equipped. Other engine options available.
As low as $10,900
Flying Bridge $1,200

The "NORWALK 36". The Flagship of the Norwalk line. Truly luxurious, built in the finest boating tradition. Sleeps 6 in complete comfort. Twin 177 HP. or 210 HP. Shower, 110 V Generator, Electric Stove, Refrigerator. Fully equipped.
Convertible Sedan $20,900
Flying Bridge $1,800

• A FEW CHOICE DEALER TERRITORIES OPEN •

A SARASOTA REFUGE FOR SAILORS

The shorebound sailor in the wintry north now has an opportunity to sail during winter months even if he does not enjoy frostbiting in the cold. The Buccaneer Inn, on Longboat Key, Sarasota Fla., maintains a unique sailing service on Sleepy Lagoon Yacht Harbor, Sarasota Bay. It has brought in from Annapolis Boat Rentals, Inc., a fleet of day sailers and cruising auxiliaries and made them available to vacationing sailors who are guests at the Inn. The fleet ranges from an 11'6" Little Bear sloop to a 21' Victory fin keel sloop for day sailing, or a 26' New Horizons auxiliary sloop for cruising.

NEW-BOAT ORDERS GAIN

A sign of boating business return shines like a light in the wilderness of gloomy statistics. The report of the National Association of Engine and Boat Manufacturers for August 1961 shows a new orders index of 198.2, a 19.2 percent increase over August 1960.

The August 1961 shipments figure was 14.7 percent under July. But this represented the usual seasonal downturn. Shipments for the 11 months ending August 31 indicated a decrease of 16.3 percent under the 1959-1960 eleven months period.

PUSH-BUTTON BOAT-LIFTING

Two new units from Reimann & Georger, Inc. lift boats hydraulically; they can be mounted on sea wall or pier to keep boat safely free of the water when not in use. Lifting capacity of one model is 1200 pounds; the other, a heavy duty outfit, will handle up to 2400 pounds. The company has its offices and factory, at 1847 Harlem Road, Buffalo 12, N.Y.

MARINA IN NEW BRUNSWICK

Practically a push-button operation is the new Middlesex Marina on the Raritan River at New Brunswick, N.J. It is located on the Memorial Parkway alongside Rutgers University boathouse at the start of the historic Delaware and Raritan Canal, and went into commission last month.

The marina has a large concrete paved yard for storing boats in the winter and parking cars in the summer. There is 750 feet of concrete bulkhead with deep water and over 26,000 square feet of inside storage. Boats up to 18 feet will be cradled in racks up to three tiers high; thus the small boat owner can maintain year 'round inside storage if he wishes. Berths and moorings are also available along with facilities for maintenance and repair, boat and motor sales, a marine store, fuel float and lounge.

S.S.C.D. CHAPTER IN MID-WEST

The Society of Small Craft Designers has granted its first sanction in the mid-continent section to the Great Lakes Chapter. The charter presentation was made by Donald H. Smith, section chairman, at Allegan, Mich., on Oct. 14. Owen M. Appley is chairman and Roland J. Kenny, secretary-treasurer of the chapter. The chapter will schedule three meetings a year, skipping the winter quarter. At the spring conference, Irvin Decker will present his paper on "The Anti-Friction Coating Problem for Wetted Surfaces Based on the Molecular Non-Adhesion Principle."

LITERATURE ABOUT GEARS

If you're contemplating an engine conversion you'll want to read the brochure prepared by Capitol Gears, Inc., 331 No. Hamline Ave., St. Paul, Minn., on marine engine gears. The Company's 2HD direct drive model is designed for small diesels to 175 hp.

These up-to-date facilities are your assurance of the

FINEST

WHITE CEDAR

(Juniper)

No. 1 BOAT FLITCHES

Available in Good Supply

★ BAND SAWN ★
★ ALL THICKNESSES AND LENGTHS ★
★ EXPERTLY GRADED ★

For Quotations Write:

WILLIAMS LUMBER COMPANY, INC.
P. O. Drawer 1298 Rocky Mount, N. C.

Protect your Family • Beautify your Boat!

Stainless Steel Bow Rail

"NEW FOR '62" high quality

bow rail at a sensible price. This railing is easy to install, rugged, dependable and beautiful. For boats 22' and up $39.95 (31" HIGH—66" ALONG GUNNELS). For Boats 21' and Under $45.00 (28" HIGH—48" ALONG GUNNELS) (Satisfaction assured by a money back guarantee)

SPECIFICATIONS
1" O.D. HEAVY Guage Type 18-8 NON-MAGNETIC stainless steel • Hel-arc welded one piece construction • mirror finish.

BRIGGS MARINE PRODUCTS, CORP.

2589 Merrick Road, Bellmore, N.Y. P.O. Box 613, Tel.: CA 1-5366
Mfgr of Bow Rails, Pulpits, Bridge Enclosures, Ladders, Towers

STOP . . .
SKINNING YOUR KNUCKLES

ARMITE MARINE
Trial 10 oz. $1.00 P.P.

USE **ARMITE** ANTI-SEIZE SEALING LUBRICANT

THIS IS THE MARINE MECHANICS DREAM COMPOUND FOR ANY ICINED ASSEMBLY PROVIDES FULL SEAL EASY TAKE APART ARMITE COMPOUND IS NOT STICKY NOT GUMMY DOES NOT BALL UP OR HARDEN IDEAL FOR THREADED FITTINGS • GASKETS • HOSE CONNECTIONS • LATCH & HINGE LUBE • HYDRAULIC FITTINGS • ETC

ARMITE LABORATORIES
1845 RANDOLPH ST., LOS ANGELES 1, CALIFORNIA

A SAILING BEGINNER'S TEXT

"Minimum Sailing Primer" by John C. Jones III, edited and illustrated by John M. Clark. Jones Adv. Agency, 30 Huntington Ave., Boston Mass.; 16 pp., ill., $.50.

One of the handiest and, what is more important, authoritative aids to the sailboat beginner is *A Minimum Sailing Primer*, a 16-page booklet written by John C. Jones III. Boston advertising man and Cape Cod yachtsman, who says he has attempted therein to reduce the basic principles of sailing to the irreducible minimum. He appears to have succeeded.

Jones did the original draft when he was a training officer in the Army Transportation Corps in World War II. Now he races in the 18-foot Knockabout Class and teaches youngsters to sail at Menauhant Y.C., East Falmouth, Mass. John M. Clark, formerly captain of the U.S. Coast Guard Academy sailing team, edited the current version and did the diagrammatic drawings for it. The result of the collaboration is a pamphlet that would serve very nicely as a beginner's text book in junior sailing classes —EBM

Perma Craft Corp., 1321 S. 30th Ave., Hollywood, Fla., builds this fiberglass cruiser, 32' LOA, 10' 8" beam and sleeping four. She is available in four versions.

The 1962 Starfire inboard-outboard is one of five models, from 15' to 19', built by Starfire Boats of Tulsa, Okla. She is a fiberglass 17-footer with power options to 100 hp.

SPRAY-PROOF VENTILATION BELOW

If you'd like light and air below, with rain and spray screened out regardless of bad weather, you can get it by installing the marine ventilator made by Boat Breatha Products, P.O. Box 83, New York 52, N.Y.

The ventilator is of clear or amber Plexiglas and constructed so that ventilation is assured no matter what the wind direction. It's fully screened to keep out insects.

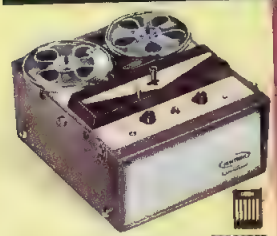
NEW 31-FOOTER FROM HUBERT JOHNSON

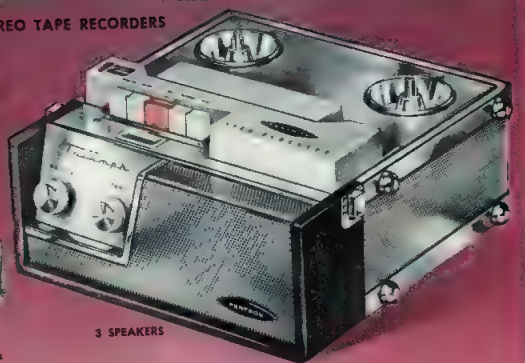
A new model to come out of Hubert S. Johnson's yard is the 31-foot Fisherman (beam 10' 5", draft 2' 1") with lapstrake mahogany construction. Standard power is a 195-hp Chrysler; other makes optional as is twin-screw installation. The company is at 571 W. Lake Ave., Bay Head, N.J.

FINEST AMERICAN MADE STEREO TAPE RECORDERS

Pentron Stereo

HIGH FIDELITY TAPE RECORDERS





UL underwriters laboratory approved

3 SPEAKERS

TEMPO HI-FI AND STEREO TAPE RECORDER

Quality dual speed recorder at moderate cost features "Unimagic" single lever control. Double power output of any other recorder in its price class, automatic braking, safety inter-lock record button, UL approved. Professional record/play/erase head, many more features. Stereo version plays new 4-track and 2-track recorded stereo tape. *Speed:* 3¾ and 7½ ips. 40-7,000 cps at 3¾ ips. *Signal to Noise Ratio:* 45 db. *2 Input, 2 Output Jacks. Size:* 14"x17"x11". For 105/120V AC 60 cycles. Ship. wt.: 27 lbs.

9F453X9995 Hi-Fi . Retail $149 95
9F454X11995 Stereo Hi-Fi Retail $199 95

TEMPO COMPANION

Matching Amplifier/Speaker in portable cabinet for Stereo Systems. Shipping wt.: 12 lbs.

9F455X3995 Retail $59 95

Companion portable Amplifier - Speaker for stereo model. Matches the TRIUMPH tape recorder in size and performance. Completes outstanding stereo system. Wt. 9 lbs.

9F458X3995 Retail $59 95

"TRIUMPH" NEW LIGHTWEIGHT, PUSH BUTTON TAPE RECORDER. Slim styling and every latest feature. **PUSHBUTTONS . . . FEATHER-LITE . . . COMPACT . . .** The ideal companion for businessmen, students and home entertainment . . . blends modern design and functional ease. Straight AC amplifier and three speakers, 2 speed (7½ and 3¾) 3 hours recording capacity. Disappearing carrying handle, Instant "Sure-Lok" brakes, Automatic shut off, Electron beam record level indicator. Digital counter for easy location of recorded material, Two input, two output jacks. Can be used as a public address system. One year warranty. 40-15,000 cps. Custom designed microphone and reel of tape Sizes: 12½"x12"x6½". For 105 to 120 volt AC only. U.L. Approved. Shpg. wt. 21 lbs.

9F456X14495 . . . . . High Fidelity . . . . Retail $219 95

Stereo **TRIUMPH** plays 4-track or 2-track recorded stereo tape. Compatible in-line stereo head. Dual pre-amp permits playing second stereo channel through companion shown at left, radio, TV, phono or other amplifier

9F457X16495 Stereo Hi-Fi Retail $249 95

MAGNUS

ELECTRIC CHORD ORGANS

The Real Musical Instrument ANYONE Can Play in Minutes Without A Single Lesson

SPECIAL OFFER— Extra music books with every Magnus Organ

- Just match numbers to keys and letters to chords.
- American made with non metallic reeds that never need tuning. A musical instrument for the entire family

An all new standup model complete with removable legs at an amazing low price. 12 chords and 37 regulation size keys. Satin finished brass legs. Easily played in 60 seconds. Exclusive volume control. Polystyrene cabinet in choice of handsome colors 28½"x11"x9½" 6 free music books. 110 volt, 60 cycle, AC. Wt. 29 lbs. UL.

9F462X6995 Mahogany Ret $99.95
9F463X6995 Beige Ret $99 95
9F464X6995 Ivory Ret. $99 95

Priced right for the economy minded! Take anywhere . . . play anywhere. Beautifully styled polystyrene cabinet. 25 full size keys and 6 chord buttons. Wide range volume control. Easily played in 60 seconds—read numbers and letters instead of notes. 3 free music books. 19½"x10"x8¾". 110 volt, 60 cycle, AC. UL. Shpg. wt. 13 lbs.

9F459X2895 Mahogany .Ret $53.95
9F460X2895 Beige . . . .Ret $53.95
9F461X2895 Ivory . . . .Ret $53 95

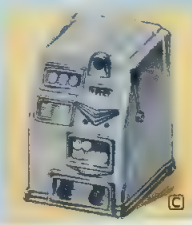
REPLICA RADIOS

AUTHENTIC REPRODUCTIONS CONTAINING HI-FI RADIOS

Unsurpassed as conversation pieces or unusual gifts. The finest in listening pleasure, too

(A) "PARTY LINE" TELEPHONE STYLE RADIO. Authentic country style 2-speaker Hi-Fi radio. Finest listening pleasure through a quaint conversation piece! Stunning hand rubbed, mellow finished wood cabinet with gleaming brass and black fittings. 7-tube performance. Crank tunes in stations. Automatic tone compensation. Adjustable antenna. Mounts on wall. Full scale measures 18½"x7"x10". 110 -120V, AC/DC. Shpg. wt. 12 lbs.

9F465X4595 . . . Retail $69 95



(B) "FRENCHY" TELEPHONE STYLE RADIO. Crafted in beautiful brass hardware and hand rubbed wood finish cabinet. Hi-fi radio with full range speaker. 13½"x7½"x6". 110V, AC/DC. Wt. 10 lbs.

9F466X4795 . Retail $69.95

(C) SLOT MACHINE RADIO. Does everything but accept money! Pull lever—dials spin around automatically. Same radio as Party Line above. 9"x6½"x6". Wt. 10 lbs.

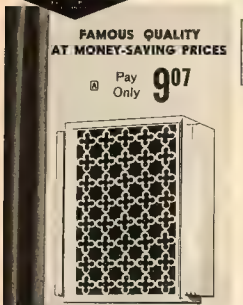
9F467X3995 Retail $59.95

NuTone

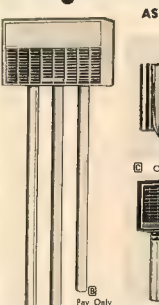
Lilting Door Chimes of Distinction

AS BEAUTIFUL AS THEY ARE PRACTICAL!

FAMOUS QUALITY AT MONEY-SAVING PRICES

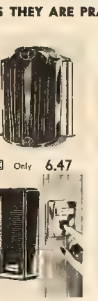


[A] Pay Only **9.07**



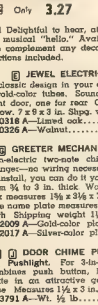
[B] Pay Only **10.97**

[C] Only **7.12**

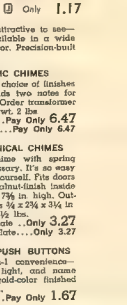


[D] Only **6.47**

[E] Only **1.67**



[G] Only **21.97**



[H] Only **3.27**

[J] Only **1.17**

BUY NOW—PAY LATER! GMC'S CREDIT COMMAND MEANS NO MONEY DOWN

NuTone

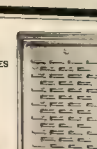
MASTER STATION WITH RADIO

Pay Only **100.97** or $6 Monthly

[K]

CHECK THESE FEATURES OF MASTER UNIT [K]

- Distortion-free sound!
- Built-in FM-AM radio!
- Plug in phono jack!
- Ten station buttons!



[I] **INSIDE STATION DESIGNED FOR**

- Bedroom
- Family room
- Work-shop
- Nursery

[J] **OUTSIDE STATION DESIGNED FOR**

- Front door
- Patio
- Play-yard
- Garage

NuTone door chimes—the standard of excellence! Delightful to hear, attractive to see—make your home more inviting with a friendly musical "hello." Available in a wide range of contemporary and traditional models to complement any decor. Precision-built for long, carefree service. So easy to install—directions included.

[A] PACESETTER ELECTRIC CHIMES
Golden flecked cloth behind a trellis-work grill gives the "Pacesetter" special eye appeal in any room of the house. Two notes (chord tone) for front door, one for rear Cover finished in desert sand enamel. Chime unit 7⅛ x 5⅛ x 2⅝ in Order 16-volt transformer at right.
31-1977 A—Wt. 4 lbs.....**Pay Only 9.07**

[B] CORONET ELECTRIC CHIMES
Superb simplicity—goes well with any decor! Graceful, distinctive satin finish brass tubes. Two notes sound for front door, one for rear door. 8½ x 2⅝ x 4⅛ in. Choice of two attractive wood-tone cabinet finishes. Order chime transformer at right. Shipping weight 6 lbs.
31-1068 W—Walnut.....**Pay Only 10.97**
31-0011 W—Lined oak.....**Pay Only 10.97**

[C] MOUNT VERNON CHIMES
A distinctive heritage design. Durable gold-anodized finish has the deep mellow richness of hammered brass will not rust or tarnish. Sounds two notes for front door, one for rear door. Measures 7 x 11¾ in. Order transformer at right.
31-0003 A—Wt. 2½ lbs....**Pay Only 7.12**

[D] CHORALE 3-DOOR CHIMES
A center of interest in any room! Golden anodized grill and tubes—will not rust or tarnish. Sounds four or eight notes for front door, one note for rear door, one different note for third door. Transformer incl. 7¾ x 3½ x 14½ in Wt. 6 lbs.
31-7313 A—Walnut....**Pay Only 21.97**
31-7321 A—Desert sand....**Pay Only 21.97**

[E] NUTONE DELUXE INTERCOM SYSTEM—YOURS FOR PENNIES A DAY!
High fidelity intercom—no voice distortion! With built-in FM-AM radio and phono-jack—listen to music anywhere in the house or yard. Automatic acoustical level allows voice messages to be heard above music. Master station has ten remote-station selector switches plus phono-jack, radio, Master-Tuning dial—tone, volume, selector controls, 8 x 4 in. speaker. Eight tubes plus transistor Remote stations combine hi-fi speakers and sensitive microphones—each has variable rotary control and privacy switch to prevent listening in. Originate calls from any station. Order today—get the master unit plus indoor and outdoor speakers to meet your particular needs.

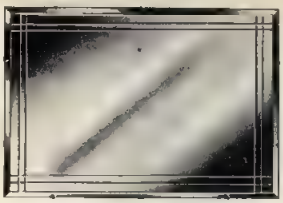
[K] Master Unit. Plate 15¾ x 10 x 2¹¹/₁₆ in. requires 14⅜ x 7⅝ x 1⅜ in. cutout. Semi-matte finish—see page 779. No down payment —see page 789 for details.
56-0059 W—Silver. 16 lbs...Only 100.97
56-0060 W—Copper. 16 lbs....Only 100.97

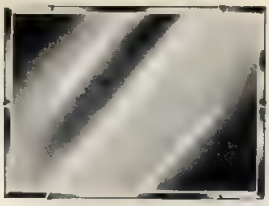
[I] Inside Station. Sand-color plate 8⅞ x 6⅝ in.—8⅛ x 5¼ in. cutout.
56-0193 A—Wt. 2 lbs.....Pay Only 4.97

[J] Outside Station. Gold color anodized plate 5⅛ x 4⅝ in.—requires 5⅞ x 4⅝ in. cutout.
56-0201 A—Wt. 2 lbs.....Pay Only 4.97

3-Conductor Wire. 200-ft.
56-0300 A—Wt 2 lbs.....Pay Only 4.53

All electrical merchandise on this page operates on 110-120 volts, AC—UL approved.





(A) LADY HAMILTON FULL LENGTH DOOR MIRRORS. Handsome Venetian style plate glass mirrors with ¾" beveled and polished edges. Twin ground with silvering guaranteed for full 10 years. Genuine Galvanic electro-copper plated. Provides an ideal distortion-free mirror for those important appearance checks before milady leaves the house. Includes 8 decorative plastic clips and screws for fast and easy mounting on any door. Available in 5 sizes

1E389X1440	16x68"	Wt. 35 lbs	Retail $24.95
1E390X1560	18x68"	Wt. 39 lbs	Retail $27.30
1E391X1724	20x68"	Wt. 43 lbs.	Retail $29.95
1E392X2160	22x68"	Wt. 47 lbs.	Retail $37.85
1E393X2320	24x68"	Wt. 50 lbs.	Retail $39.95

(B) LADY HAMILTON PLATE GLASS WALL MIRRORS. Finest Venetian plate glass mirrors with beveled edges. Twin ground with silvering guaranteed 10 full years. Genuine Galvanic Electro copper plated. Includes plastic clips for either horizontal or vertical hanging. Choose the size you need for dresser, buffet, mantel, or to bring sparkling new life and beauty to a blank wall

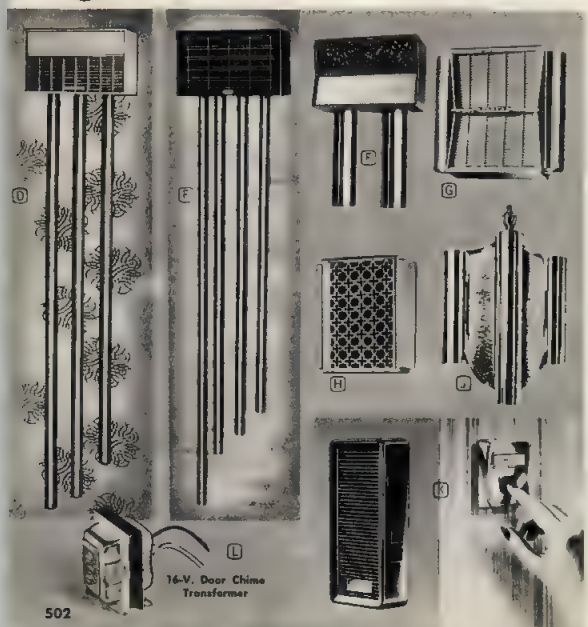
No.	Size	Lbs	Retail
1E394X1090	36x24"	46	$18.95
1E395X1525	40x30"	84	$26.65
1E396X2297	46x35"	42	$39.95
1E397X2950	50x40"	52	$51.65
1E398X2590	54x48"	53	$43.50
1E399X2480	60x30"	47	$43.50
1E400X2643	60x36"	57	$49.65
1E401X3018	60x40"	72	$52.75
1E402X3847	60x48"	83	$67.50
1E403X3660	72x36"	75	$63.95
1E404X4754	72x48"	99	$83.50

(C) LADY HAMILTON DECORATED WALL AND DRESSER MIRRORS. All the beauty and practicality that genuine Hamilton glass is famous for. These lovely Venetian-style plate glass mirrors have lovely 2-line mitred decorative borders and ½" beveled and polished edges. Special pressed wood back is durable and long lasting. Each mirror comes complete with a set of gleaming rust-proof stainless steel hangers for quick and easy horizontal or vertical installation. Silvering is fully guaranteed. Both practical and a sparkling "beauty accent"... for over dresser, vanity or mantel... or to add new glamor to any wall.

No.	Size	Wt.	Retail
1E405X3123	48x36"	42	$34.50
1E406X2283	40x30"	34	$39.95
1E407X1723	36x24"	26	$29.95

HAMILTON "TRADITIONAL" FRAMED WALL MIRROR. Designed to compliment the beauty of any interior setting. Lovely 26x18" rectangular plate glass mirror with rounded corners. Fashioned-styled metal frame is full 1" wide... made of sturdy aluminum with gleaming brass finish. Pressed wood back with rust-proof metal hangers.
6P316X665 Wt. 13 lbs. **Retail $9.95**

"Encore" Matching Mirrored Console Table Shelf. Half circle mirror with brass finish frame and gracefully curved support
6P317X593 Wt. 7 lbs. **Retail $8.95**



(D) NU-TONE WESTMINSTER "SUPREME" DELUXE DOOR CHIME. This beautiful contemporary styled 8-note chime has a volume control selector switch. Can be set to sound either four or eight notes for the front door, plus one note for the back door, and a different note for third door. Transformer is included. Size 10½x5x4⅝" long. Choose either Lime Oak or Ebony finish case, each handsomely highlighted by the lustrous gleam of four satin brass tubes. A truly elegant chime. Specify finish.
6P519X2997 Wt. 12 lbs..... **Retail $49.95**

(E) NU-TONE "CORONET" DELUXE DOOR CHIME. Handsome modern styled case in choice of rich Walnut or Lime Oak finish. Three luxurious looking long satin brass tubes. Sounds two notes for front door and a different note for rear door. 8½x3x42" long overall. See (L) below for transformer. Specify: Walnut or Lime Oak finish.
6P513X1102 Wt. 5¾ lbs..... **Retail $16.95**

(F) NU-TONE "MAYFAIR" DOOR CHIME. Beautifully designed case in your choice of finish. Grille and two tubes have lifetime gold finish that will not rust or tarnish. Sounds two notes for front door and one note for rear door. 7½x11¼x3". See (L) below for transformer. Specify Walnut or Lime Oak
5N622X382 Wt. 2¼ lbs **Retail $8.95**

(G) NU-TONE "FUTURA" DOOR CHIME. Smart and modern. Sounds two notes for front door and one note for rear door. 7x7⅛x2⅜" plastic case in Ivory with Gold, or Oyster White with Silver. Please specify color. See (L) for transformer
5N623X317 Wt. 2 lbs..... **Retail $7.95**

(H) NU-TONE "PACESETTER" DOOR CHIME. Desert Sand finish cover. Grille with gold flecked cloth. Two notes chord tone for front door, one note for rear. 7½x2⅜x2¾". See (L) below for transformer
5N620X907 Wt. 3¾ lbs..... **Retail $13.95**

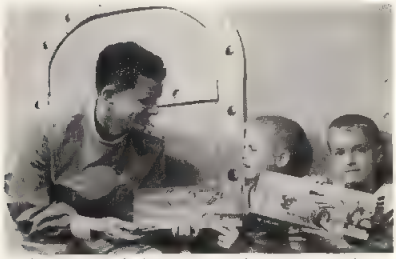
(J) NU-TONE "MT VERNON" DOOR CHIME. Colonial design with antique hammered gold anodized finish. Sounds two notes for front door, one note for rear. 7x11¾". See (L) below for transformer.
5N621X712 Wt. 2½ lbs..... **Retail $10.95**

(K) NU-TONE "GREETER" NON-ELECTRIC DOOR CHIME. Fits doors ⅝ to 3" thick. ¾x2⅝x3⅛". Gold anodized nameplate with Charcoal plastic push button on outside; Smartly designed Oyster White or Walnut finish cover on inside; 1¾x3x7¼". Sounds two notes. Specify cover color
5N625X322 Wt. 1½ lbs..... **Retail $4.95**

(L) NU-TONE 16-VOLT DOOR CHIME TRANSFORMER. For use with chimes above. Easy to install - mounts anywhere 16-volt for all two note chimes. Can't burn out; thermal cutout prevents over load damage. Takes substantial surge loads 2x2¼x2"
5N624X218 115 volts, AC. 12 oz..... **Retail $3.35**

16-V. Door Chime Transformer

Monogram Kits to Be Donated as TV Show Prizes in Key Markets



Kits as prizes on the "Captain Zoomar" show, Montgomery, Ala.

Monogram Models, Inc., is going on television in 50 key markets. The company will provide thousands of kits as giveaway prizes on popular local TV shows directed toward the 8-to-14 age group.

"Exposure on television keeps Monogram before the hobbyist and also supports our dealers," Jack M. Besser, president of the company, said

At least once a week on each show a Monogram kit will be shown on camera and described by the announcer. Typical of these shows is Captain Zoomar on WCOV-TV, Montgomery, Ala., which appears Monday through Friday in the key 4-to-5 P.M slot.

Monogram kits will be given away on the shows for the balance of the year. One of the shows, Junior Auction, exemplifies the kind of key markets that Monogram will appear in: Tucson; Chicago; Topeka, Minneapolis; Dayton, Oklahoma City, Pittsburgh, and Nashville

Mr. Besser said that he's ready to participate on more television giveaway shows that appear to be popular with hobbyists "We urge dealers to let us know where they would like to see more of our kits shown. They can either write Monogram direct or tell their distributor "

NY-LINT TRUCK AND MIXER SET REALLY WORKS; OFFERS EXTRAS

A combination of toys that promises to keep any boy active for many enjoyable hours is Ny-Lint's $5.98 retail Truck and Cement Mixer The first is a heavy-duty dump truck and the mixer actually works. Two hand wheels operate the tilting and

turning of the mixer while the truck has a lever action to raise the body for dumping Other features: a wrap-around windshield and a back window, vent effect side windows, and whitewall tires with chrome hubcaps.

Like all of the Rockford, Ill., manufacturer's trucks, these toys, shown here, are made of unbreakable heavy-gauge steel and have a special baked enamel finish.

Overall size of the Truck and Cement Mixer is 20¾" in length; 6 5/16" in width; and 6" in height. Six in a shipper have a weight of 28½ pounds.

MOATS NAMED VICE-PRESIDENT FOR MARKETING AT A. C. GILBERT

Announcement of the appointment of Benjamin F. Moats, Jr., as vice-president–marketing for the A. C. Gilbert Company was made recently.

In his new position, Mr Moats will assume responsibility for the direction of Gilbert's expanded marketing and sales pro-

Benjamin F. Moats, Jr.

grams within the toy industry

Mr. Moats, a graduate of Darthmouth College and the Amos Tuck School of Administration and Finance, was formerly vice-president for marketing and a director of the Fitchburg Paper Company, Fitchburg, Mass. Prior to that he was with McKinsey and Company, New York management consultant firm He has also been associated with the Giant Food supermarket chain in Washington D. C.

Harvey E. Bath will concentrate on the expansion of Gilbert activity at the executive level with key national accounts and will head a more intensive exploitation of premium sales.

MINRA to Set Standards for Official Auto-Racing Contests

Now adding names to the membership rolls, following its formation in June, is the Miniature International Racing Association (MINRA), P. O. Box 51, Department C, Englewood, N.J.

In accord with regulations set by MINRA,, miniature electric car racing fans all over the world will be able to compete on local tracks and establish local, national and international records

The first members of the organization are functional hobby dealers who are given the opportunity of selling MINRA charter memberships at $3 each per year to their customers. One third of the fee is kept by the dealer, the balance being forwarded to MINRA headquarters. After this initial period, a national advertising campaign, soliciting members, is scheduled for hobby, hot rod and youth magazines. In addition it is expected that almost every major manufacturer in the "slot race" field will cooperate with MINRA by including membership applications in their miniature car sets

Track-racing permits will be made available to hobby dealers having layouts in their stores, to clubs using group tracks, and to any individual who wishes approval for his privately-owned layout Those who secure such permits will receive a complete package including forms, registration sheets, record application forms, and all the material necessary to conduct official MINRA racing programs

Area racing coordinators throughout the country will be appointed by MINRA to aid in the distribution of sanction kits and will receive a nominal fee for their services.

Further information concerning memberships may be obtained from MINRA at the address given above. Persons interested in serving as area racing coordinators are invited to write

O'Day/Sprite — L: 10'1", W: 4'7½", ideal trainer, easily carried

New O'Day/Javelin — L: 13'9", W: 5'2", plenty of freeboard, easily trailered.

O'Day/Daysailer — L: 16'9", W: 6'2", ideal family sailer

New O'Day/17 — L: 16'9", W: 6'2", open cockpit, plenty of extras, ideal for racing.

O'Day/Rhodes 19 — L: 19'2½", W: 6'11", Draft: C.B. Up 9" down 4' Keel model 3'9".

Sailing Is a Cinch

Sailing is a cinch with an O'Day/Sailer. Here's why — you can learn to sail one in less than a day. No mysteries here. Just lots of fun. (Get your copy of George O'Day's popular book "Learning to Sail Is Fun", see the coupon.) ■ O'Day sailboats are a cinch to take care of — fiberglass construction requires minimum attention. Gives you more time for sailing. ■ O'Day sailboats are fun for the family, too. Big, roomy cockpit. Wide beam (and greater stability). Plenty of freeboard for safety. Whether you're racing, cruising or just sailing for fun — take the gang. O'Day boats are family boats.

Find out more about the full line of O'Day boats. We think you'll agree — Sailing *is* a cinch with an O'Day/Sailer.

with an O'Day/Sailer

See the O'Day Fleet at the National Motor Boat Show — New York

Find your O'Day dealer in the Yellow Pages or write to:

THE O'DAY CORPORATION

Dept. 2 9 Newbury St., Boston 10, Mass.

Please send me more information about

☐ Rhodes/19 ☐ Day/Sailer ☐ O'Day/17 ☐ Javelin ☐ Sprite

I enclose $ . . . . . Please send me . . . . . copies of "Learning to Sail Is Fun" at $1.95 each plus 20¢ handling

Send me the name of my nearest O'Day Dealer

Name . . . . . .

Address . . . . . .

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O'DAY

the finest name in sailboats

In Canada: O'Day Associates of Canada, Ltd., 20 Front St. W., Toronto 1, Ont.

In the West: O'Day Pacific Corporation, 841 Baker St., Costa Mesa, Cal.

Starting now go on a new kind of HEY! ride

First stern drive with fuel injection!

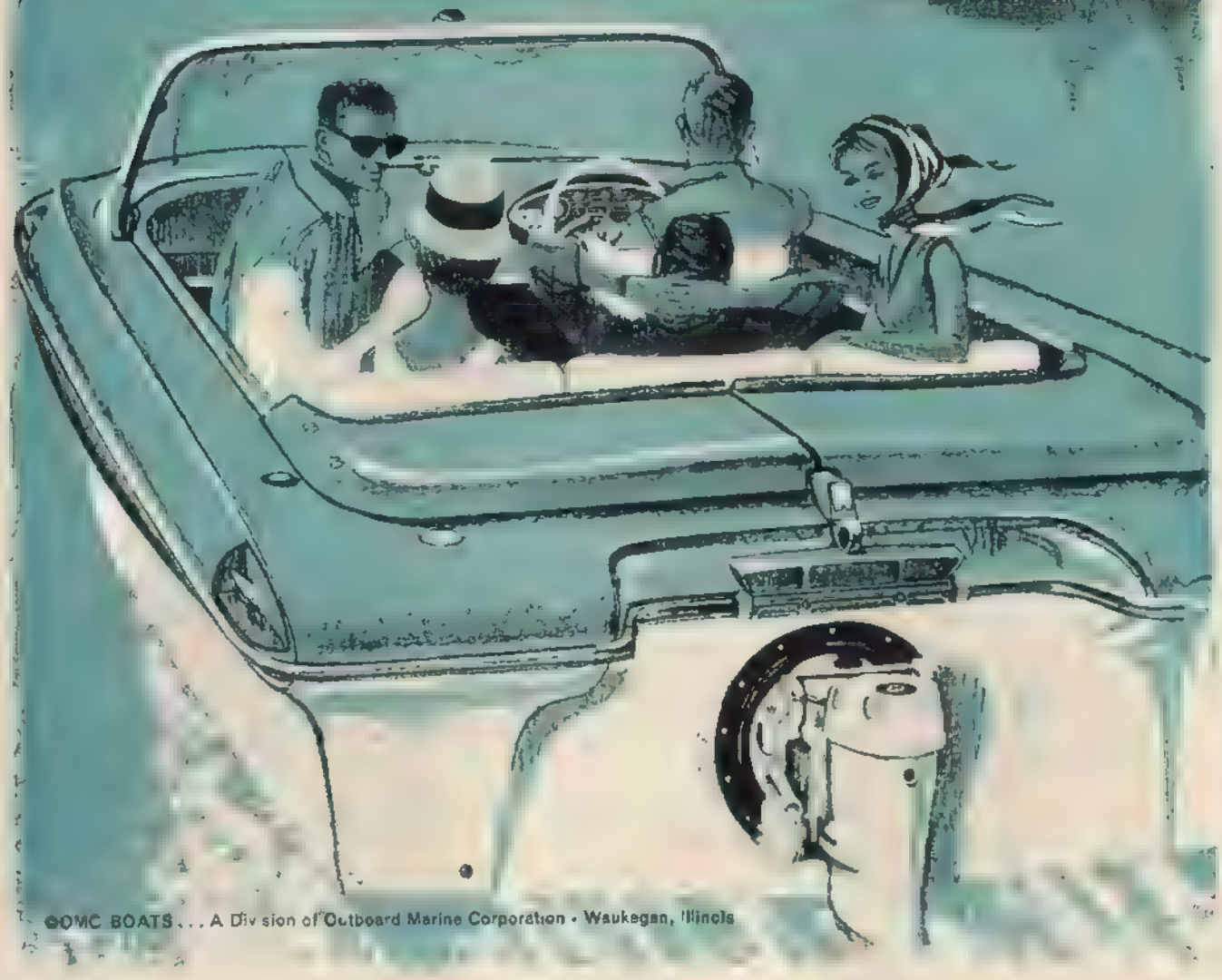
. Fuel-saving fuel-injection works its miserly magic best in two-cycle engines That's why this quiet, compact 80 horse-power FI-90 saves *you up to 30 per cent in fuel* over most other engines, and gives you faster take-offs plus a far more favorable power-to-weight ratio than bulky four-cycle engines You know it's dependable because Outboard Marine Corporation products are synonymous with dependability.

There is plenty more to make an owner feel good. Built-in flotation makes the OMC 17 Deluxe virtually unsinkable Ruggedly built of reinforced plastic, it is as maintenance-free as a boat can be. Its stern drive takes you where conventional inboards can't travel Oil is metered to the engine automatically—no mixing oil and gas!

The OMC 17 Deluxe is going places fast . . but it isn't everywhere yet Watch for its announcement in your newspaper—or write for a brochure and the name of your nearest dealer.
(Currently available only east of the Rockies.)

OMC *deluxe*

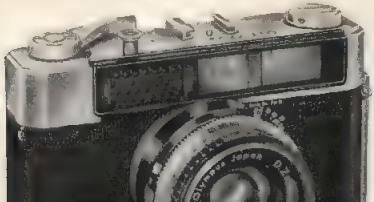
THE NEWEST BOAT EVER BUILT!



OMC BOATS . . . A Division of Outboard Marine Corporation • Waukegan, Illinois

Quality Cameras

Zeiss Ikon Cameras can only be obtained with your firm purchase order or letter signed by a responsible official, and its use restricted to a bona-fide business purpose. They are not available for any personal purchase whatsoever.



2681V6746—Olympus Auto-Eye Camera and Case. Complete automation in a precision-made 35MM camera. Perfect pictures always . . . and yet this deluxe import offers amazing flexibility. Accepts films with ASA speeds 10 to 800. Shutter speeds from 1 second to 1/500 second. Bright luminous Golden frame finder in coupled range-finder viewfinder. Automatic parallax correction, single stroke wind lever and fast precision ground 45MM 4-element F/2.8 lens. An ideal camera for the rank amateur. With it produce brilliant color or Black and White pictures on all 35MM film. The instrument also features complete manual control for automatic over-ride. Case and instructions. Made in Japan. **Retail $89.95**

2681V597—Swivel Head Folding Flash. **$9.95**

Olympus "Auto-Eye" Completely Automatic Operation

Zeiss Ikon
Tenax Automatic

- ★ Zeiss Tessar F/2.8 Lens
- ★ Built-in Exposure Meter
- ★ Universal Control Button
- ★ Film Type Indicator
- ★ Modern Styling

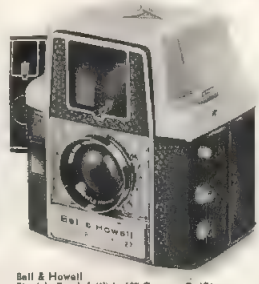
2812V8677—Tenax Automatic Camera and Case. Picture taking is amazingly rapid and simple. Select subject in the crystal-clear viewfinder—set to portrait, family group, or landscape—and press the Universal Control Button. This new system sets all exposure settings and at the same time acts as release button. The Built-In Photoelectric Exposure Meter automatically sets the correct combination of lens stop and shutter speed. Meter needle visible in the window on top of the camera indicates when there is sufficient light for perfectly exposed pictures. Equipped with famous Zeiss Tessar F/2.8 lens. Prontormat-S shutter is fit by automatic with settings from 1/30 to 1/500 sec. plus bulb. Has built-in film-type indicator. Automatic adjustments can be disengaged to take daylight or flash exposures at B and 1/30 sec. the light meter setting can be locked temporarily when making a close-up reading. Made in West Germany. **Retail $120.50**

2818V597—Swivel Head Folding Flash. **Retail $9.95**

Ka'mar "AM" Camera With Built-In Light Meter

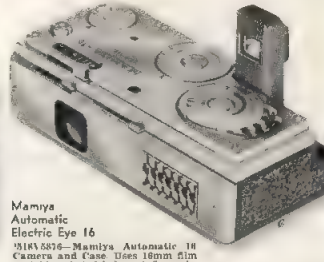
2913Y2787 -Kalimar "AM" Camera and Case. Features easy to use built-in light meter, F/3.5 4mm Tested lens, shutter speeds of 1/25 to 1/200 sec. and bulb, large viewfinder; fingertip focusing and dual stroke lever that advances film and recocks shutter. Double exposure preventive device. Complete with case. **Retail $41.90**

2818V597—Swivel Head Folding Flash. **Retail $9.95**



Bell & Howell
Electric Eye Infallible 127 Camera Outfit

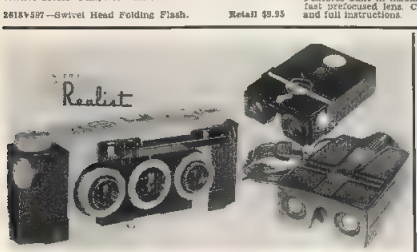
2914V4489—The amazing electric eye Infallible automatically sets Bell & Howell Beautifully equipped black and white or color pictures of 127 roll film . . . and shot. Features built-in insufficient light indicator and fast prefocused lens. Complete with case, flash and full instructions. **Retail $59.85**



Mamiya
Automatic
Electric Eye 16

2818V5876—Mamiya Automatic 16 Camera and Case. Uses 16mm film cartridges listed below. A fine sub-miniature camera that will fit into the palm of the hand. Built-in diaphragm coupled exposure meter . . . for perfect pictures every time . . . simply line up the indicator with meter needle and shoot. Color corrected F/2.8 focusing lens. Parallax-correction indicator. Speeds ½ sec to 1/200 sec plus B" Instructions. **Retail $74.45**

2528V6440—5 Rolls "Plus X" Film. **Retail $1.10 Each**
2521V6440—5 Rolls "Tri X" Film. **$1.10 Each**
2527V6440—5 Rolls "Kodachrome" Film **$1.35 Each**



Stereo Realist 3D Camera and Deluxe Accessories

1584V11213—35 MM Stereo-Realist F/3.5—Speed to 1/150 Sec. New fields of picture taking enjoyment. Perfectly matched F/3.5 color-corrected coated anastigmats. 35MM lenses. Centered viewfinder completely eliminates parallax worries. Double exposure control, flash synchronization, split image, lens-coupled precision rangefinder. Uses 36MM film. **Retail $149.50**

1586V732—Stereo-Realist Flash **$9.75**

1501V971—Stereo-Realist Case **$12.95**

Battery Operated Stereo Viewer

1506V1496—Deluxe Realist Viewer. Renders stereo slides in all their beauty. Intercocular adjustment makes viewing comfortable. Case is ruggedly constructed. Batteries not included. **Retail $19.95**

Combination Power Source Viewer

1907V1875—Realist Power Conversion Viewer. By a simple exchange of light cartridges, power may be changed from batteries to regular 110V house wiring. Saves battery wear. Also features variable light control; slide plane focusing; fine achromatic lenses and fingertip control. **Retail $25.00**

Olympus Pen-E.E.
Electric-Eye Camera

- ★ Built-in Exposure Control
- ★ Automatic or Manual

2914V3368—Olympus Pen—E.E. Sub Miniature Camera and Case. An ultra sensitive built-in electric eye automatically sets the F/ stop for a perfect exposure regardless of the light conditions. Features a sharp 4-element 28mm F 3.5 lens, bright-frame viewfinder, automatic rapid wind and automatic exposure dial. Fully flash synchronized. Takes twice the pictures on every roll of standard 36mm film (40 on a 20 exp. roll etc.). So compact, it may be carried in the pocket. Complete with case. Made in Japan. **Retail $44.50**

2518V597—Flash unit. **$9.95**

Olympus "Pen"
Sub. Miniature
35MM Camera

- ★ Precision F/3.5 Lens
- ★ Amazing Compactness

2688V3423—Olympus Pen Camera and Case. A super-compact camera that produces 72 pictures (¾"x1") on standard 36 exposure 35mm film. Shutter speeds 1/25 to 1/200 sec. . . . F/3.5 lens. Focusing from 12" to infinity. Built-in luminous Golden frame finder. Double exposure prevention. Super-fast film advance and shutter cock. Fully flash synchronized. Complete with case. Made in Japan. **Retail $35.50**

2818V597—Swivel Head Folding Flash. **Retail $9.95**

DEAR DIARY

I HAVE JUST SEEN THE NEW HONEY BABY DOLLS FOR '62 AND I JUST HAD TO WRITE YOU ABOUT THEM....THEY HAVE SUCH BEAUTIFUL NEW FACES AND COME IN 3 DIMENSIONAL PACKAGES AND . . . you will be writing up greater sales and profits in 1962 . . . especially with our LOW, LOW, prices. Visit us and see our new WALKING MAMA TALKING DOLL too.

*TOY FAIR: 1107 Broadway, Room 406 — Hotel New Yorker, Rooms 1936-37

P & M DOLL MFG. CO., Inc.

152 Wooster Street, New York 12, N. Y.

This year **REVELL** sets the hot pace in car models with kits designed to meet the big customizing craze!

Exclusive: Speed Specials like **Challenger I** and famous **Outlaw** customized Show Special.. plus other cars the custom crowd wants most!

Detailed, authentic model of the fastest car in America! Complete kit & Pontiac V8's, racing slicks, chrome ... everything designed into the real car!

Ed 'Big Daddy' Roth's prize winning show stopper. Millions of modelers saw it, want it! Loaded Roth designed Chrome customizing extra goodies"!

Super-customized '56 Ford Pickup. 2 detailed engines, speed equipment parts to customize 'em. Doors and tailgate open and close! Gleaming with chrome competition extras.

Sparkling **Metalflake*** line

To You Who Are in the Market for a Rugged Pleasure Cruiser, Selling for about $10,000

Perhaps you are about to purchase your first new boat.

You're primarily interested in cruising. And your first requisite is that your new boat furnish you with absolute safety, in even the roughest waters. Secondly, your new cruiser must have facilities to provide comfort for you and your family, even on extended trips.

Or, you may be a sportsman who intends to do a great deal of fishing in his first large boat, yet you'd like to get more in the way of comfort than the average fishing model offers.

Perhaps you're already the owner of a large craft.

You're looking to scale down to a smaller, easy-to-care-for boat that you can handle smartly yourself. But you're reluctant to sacrifice comfort or dependability.

If one of these descriptions fits you, then the two boats described here merit thoughtful consideration.

PACEMAKER 30' EXPRESS CRUISER

Designed to provide the facilities needed for comfortable cruising, even for long periods of on-board living. Because of its seaworthiness, and the extensive list of standard equipment, this boat is thought by many experts to represent a truly outstanding value.

There are sleeping accommodations for four adults. All on polyether foam cushions. The head is fully enclosed.

The roomy galley is typical of the completeness of the boat's facilities. There's a large formica counter top, spacious food locker, electric refrigerator, stainless steel 30 gallon fresh water tank, stainless steel sink, storage drawers and racks, and the formica top dinette seats four. A pressure water system and exhaust fan serves galley and head. Single engine or twin engine power is available.

With the exception of radios which the owner specifies, berth linens and galley utensils, each PACEMAKER is completely equipped—even a new, cellophane-wrapped deck swab is on board.

Yet, with all this equipment, this craft delivers for $9700, f.o.b. Egg Harbor, New Jersey.

30' Sport Fisherman models from $7,600 35' models, twin engines, from $17,300

43' models, twin engines, from $27,500

THE 30' PACEMAKER CONVERTIBLE SEDAN CRUISER

Basically, this boat is designed to meet the requirements of the sailor who wants a completely enclosed pilot house. But in pleasant weather, the after doors fold away completely, leaving a large deck area. The list of standard equipment is as extensive as on the Express Cruiser, and the construction materials are similar. The Sedan is priced at just $600 above the Express Cruiser.

A line built for Performance.

THE PACEMAKER line is produced along traditionally-rugged Jersey Sea Skiff lines. Sturdy construction materials include a 2¾" oak keel and stem thickness. Planking is of ⅞" Philippine mahogany. The cockpit decking is vertical grain fir, ¾" thick x 2½" wide. The hull is Carvel built; one plank carefully fitted and butted to the next, and then painstakingly caulked. Each Everdur screw is capped by a wood plug.

You will find that the PACEMAKER finish immediately sets the boat apart from any other stock cruisers in the country. We average 500 sheets of sandpaper before we're satisfied with the smoothness of the hull. Equal care is then given to proper priming and painting. Two prime coats and 3 finish coats are applied—and all but the last is hand rubbed.

Boatbuilding is in our Blood.

Although Charles P. Leek, founder of the corporation, commenced building boats only in 1898, the relationship with boatbuilding goes back further. The first John Leek, a boat builder from Britain, founded Leektown, New Jersey, before 1720. Succeeding generations have remained here, with nearly all of them engaged in pursuits allied to the water. PACEMAKER—as a class—was started in 1948, following the war years given to construction of government craft.

If you would like to investigate the possibility of owning one of these superb boats, may we suggest that you visit one of the dealers listed below, immediately. He will furnish you with detailed information.

"Since 1720, A Family Heritage of Careful Boat Building."

PACEMAKER

ALL-WEATHER SEA SKIFF CRUISERS

C. P. Leek & Sons, Inc. Egg Harbor, New Jersey

Bauman Bros. & Dick Miller Assoc.
Sausalito Yacht Harbor
Sausalito, California

Brady Boat Works, Inc.
Isle of Hope
Savannah, Georgia

Catawba Marine Sales
Port Clinton, Ohio

Comstocks Boat Works
Mallet Creek
New Jersey

Emerald City Harbor, Inc.
St. Clair Shores, Michigan

Falmouth Marine Railways Inc.
Falmouth, Massachusetts

Georgetown Yacht Basin
Georgetown, Maryland

Gulf States Boats, Inc.
Seabrook, Texas

Hotaling's Boat Yard
Toms River, New Jersey

Lakewood Marina, Inc.
Downey, California &
Newport Beach, California

Larson Marine Service, Inc.
Peterson Road
Waukegan, Ill.

Maine Coast Boat Sales
Boothbay Harbor, Maine

Marina Center Inc.
185 W. Montauk Highway
Lindenhurst, L. I., N. Y.

Miller Yacht Sales
413 S. W. 3rd Avenue
Fort Lauderdale, Florida

Mystic Marine Railway
Water Street
Mystic, Connecticut

Powell Boat Yard
93 Piermont Avenue
Nyack, New York

Riverside Marina
Riverside, New Jersey

Smith Boys Inc.
50 Fillmore Ave.
Tonawanda, New York

Sun Harbor Marina
1304 N. Harbor Drive
San Diego, California

Tidewater Marine Company
Somers Point
New Jersey

Virginia Yacht Sales, Inc.
2209 Dickens Road
Richmond, Va.

Waterloo Marine, Inc.
543 Water on-Geneva Road
Waterloo, New York

See February Issue of Popular Boating for information on the complete 1962 PACEMAKER line.

CLIPPER 26'

foot for foot, feature for feature, thrill for thrill, the most boat you ever saw.

Measuring in at 26 feet, this all-new Clipper takes the measure of much larger boats for spacious freedom. Imagine! The cockpit is a sweeping 9' long. The cabin is 10'6" high and contains a complete galley, dinette, enclosed lavatory-toilet room, and a lounge settee. The forward compartment is "living" cabin area. Four people sleep comfortably on the convertible settee. Glossy black hull is planked in incomparable African mahogany. Decks, interior cabin and cockpit floor gleam with weatherproof teak textured Nautolex. Clipper 26'... it's the most of the best!

BLACK AND

that the new Cruis Along Fleet

ELDORADO 33

CLIPPER 29

OVERLAKES CORP

PLANNED FOR DISCERNING YACHTSMEN

Palm Beach Isles . . . the established waterfront community that embraces all the glamour and activities of the Palm Beach area. Located between the blue Atlantic and intracoastal Waterway lovely homes and homesites of gracious neighbors nestle along 100' wide, free flowing canals." The Federally maintained Palm Beach Inlet just 1½ miles to the south and one of the safest on the east coast, provides immediate access to the Ocean with its superb Gulfstream fishing.

"NO DEAD-ENDS

PALM BEACH Isles

Island privacy
Private access to broad ocean beach
No thru-traffic
Golf clubs nearby

Broker Cooperation Invited

For brochure on homesites and homes, write

PALM BEACH Isles SALES CORPORATION
3817 Ocean Drive • Riviera Beach, Florida

Phone: Area Code 305
VI 4-9869

USPS STUDIES PLAN TO LOWER APPRENTICE AGE TO TWELVE

Boys between 12 and 16 may become eligible to be "Squadron apprentices" as a result of a study undertaken by the USPS educational planning committee. The request came from District 17 in the Southern region around Georgia. Present age requirements are 16 and 17 because, at 18, an apprentice becomes eligible for full membership. Apprentices receive a certificate of proficiency, and may take advanced grades and elective courses from Squadrons.

Bush River Squadron is the first winner of the District 5 Prince Henry the Navigator Trophy. The award was made at the annual fall conference, at the U.S. Naval Academy, Annapolis, Md. The prize, a perpetual trophy, is presented to the District 5 Squadron with the greatest achievement in teaching celestial navigation courses, junior navigation and navigation. Commander Jose Cabral of the Casa de Portugal in New York City, and Commander Almeida d'Eca, naval attache of the Portuguese embassy in Washington, attended the ceremonies. The trophy is a portrait of Prince Henry, painted by Susan Johnson, daughter of Past Staff Capt. Marius Johnson.

Chief Commander Richard S. Weber suggested at the November USPS governing board meeting that districts consider holding seminars after the spring elections to indoctrinate new squadron commanders. These seminars, to purpose, would parallel the June seminar in New York sponsored by USPS to outline the duties and aims of various offices to district commanders and district educational officers. The district seminars would be independently conducted, each developing its own program. The national organization will provide advice and guidance if requested. C/C Weber felt that many new commanders, even after serving as Lt. Commanders, enter the office with insufficient knowledge of their duties and work timetable.

Lansing Lockwood, director of education, reported that most of the districts, at their fall conferences, voted against making the seamanship course a requisite to advanced piloting. The concensus was that local conditions should determine the order of courses. Rear Cdr. Maclean Kirkwood announced that a proposal to eliminate seamanship altogether, and include some of the course material into piloting, had been vetoed. R/C Kirkwood, chairman of advanced grades, said he believed too much material would have to be included in other courses, making them cumbersome and more difficult for the student.

Creation of a USPS Memorial and Gift Foundation for Education was proposed by P/C C. Arthur N. Clifton to the governing board. The foundation would receive gifts and legacies, invest the principal and spend the income to further boating education. The fund would be headed by four trustees. USPS already has received money from various sources, such as the Henry Jackson Fund. The plan was referred to the law officer for further study.

Five new Squadrons were chartered, bringing the total to 312: Barnegat Bay, assigned to District 4; Durham to District 26; Long Sault and Red Jacket to District 6, and Skokie Valley to District 20. A request from Fort Pierce Squadron for transfer from District 23 to District 8 was approved. Membership in USPS at the end of October was more than 53,000.

Program for the annual meeting of USPS in Miami Beach will include a piloting class demonstration, selling an advanced grade course, a demonstration of the instruction technique course, others on the new USPS course plotter and magnetic board cutouts, and discussions of modern marine plants, small boat electronics, and communication and navigation satellites.

F. Kerek Shenton

(AT THE SEAT OF YOUR POWER!)

The underwater gear case of your outboard motor is one of its most important points. No matter how efficient your motor is—faulty lubrication at this spot means *lost power*, plus the possibility of rust and corrosion

Lubriplate is waterproof, will not wash away or run off. For fresh or salt water, warm or cold. Its amazing film strength protects your gears, makes them run better . . . last longer! Recommended by leading race drivers.

Lubriplate Hypoid 90 (fluid)—for gearshift types. A non-foaming, non-detergent Hypoid gear lubricant of S.A.E. 90 grade—recommended for all models

Lubriplate No. 105 (grease)—for non-gearshift types, or where grease is specified

Try Lubriplate . . . in the bright red and white packages at your marine, hardware or sporting goods store . . . get Lubriplate 2-C Outboard Motor Oil and Marine-Lube "A" general purpose lubricant, too . . . all outstanding time-tested products!

TRAILER OWNERS
Lubriplate Marine-Lube "A" lubricates and protects wheel bearings and winch-gears. It won't wash away

LUBRIPLATE DIVISION
Fiske Brothers Refining Co.
Newark 5, N. J. • Toledo 5, Ohio

LUBRIPLATE
MARINE LUBRICANTS

CROCE AND LOFTHOUSE

■ Designed by Ian Proctor for rowing, sailing and outboarding, the Gull sailing dinghy from Canada's Croce and Lofthouse is an ideal family small boat.

Alternative mast steppings provide for the use of either Gunter Sloop, or (less pb) Una rig. Built-in buoyancy makes Gull a safe boat, floating high in the unlikely event of capsize. Gull's sails are Terylene with a total area of 70 sq. ft. Built of Honduras mahogany plywood, spars are Sitka spruce. LOA 11', beam 4' 9", draft 8", draft CB 3.

Completing Croce and Lofthouse's 1962 line are Zenith, a 14'6" LOA, Marconi-rigged racing dinghy and Wayfarer, a cruising or racing Marconi-rigged sloop of 15'10" LOA. Built of Honduras mahogany plywood with spars of Sitka spruce, Zenith's sail area is 127 sq. ft., beam 5' 10", draft 7", draft CB 4' 1". Wayfarer, built of Honduras mahogany with spars of Sitka spruce spreads 141 sq. ft. of sail, has 6' 1" beam, 8" draft and 3' 10" centerboard draft.

ALCORT

■ Among developments introduced by Alcort in 1962 is a change in color combinations for their fiberglass Sailfish and Sunfish. Hull colors will be white with contrasting decks of red, blue, green or yellow. These new combinations will not only bring added eye-appeal, but will provide a more uniform, scratch-concealing surface. All-white hulls are still available. Sail color selections will remain unchanged with the exception of black-and yellow, to be replaced by yellow and white.

Alcort is also introducing a specially-designed trailer for the line, as well as for most lightweight class sailboats.

Sail-Sets, a newly-devised method of attaching sail to booms, are another new item from Alcort. Snap rings cast from high-strength nylon, Sail-Sets replace the standard lashing line and provide, in addition to greater safety, a more aerodynamically perfect setting of the sail on the booms. Alcort, Inc., Box 1345, Waterbury, Conn.

The International 600, at right, from Cluett & Co., Greenwich Conn., was designed by Robert G. Henry Jr. She measures 36' LOA, 26' LWL, 10' beam and 5' draft. Sold primarily through custom order the "600" has a 31' 1" LOA sister ship from the same design.

HENRY BOATS

■ Henry Boats, Port Dalhousie, Ontario, Canada builds Mark II, an MORC sloop of 24' LOA, 3' 3" draft, 4300 pounds displacement and carrying 303 sq. ft. of dacron sail. Construction is double-planked cedar or mahogany with oak frames, spruce mast, Everdur fastenings and stainless steel rigging. Her cabin sleeps four and has a head and galley.

HENRY BOATS' MARK II

SAILCRAFT

■ Sailcraft of Chicago is presenting its line of three imported mahogany plywood sloops. Leading this fleet is Wayfarer, a roomy, stable, family boat, LOA 15'10", beam 6'3", draft 8" (3'10" with centerboard down), sail area 141 sq. ft., weight 365 pounds.

Zenith is a 14-footer with a beam of 5'10", sail area of 127 sq. ft., draft 7" (4'1" with centerboard down) and weighing only 200 lbs. Rounding out the line is Gull: LOA 11', beam 4'9", draft 8", sail area 70 sq. ft.

All three boats can be purchased in kit form as well as completed. Sailcraft of Chicago, 2710 West Cortland Street, Chicago 47, Ill.

SNARK PRODUCTS

■ Sea Snark, an 11' catboat from Snark Products, Inc., 1580 Lemoine Ave., Fort Lee, N.J., is molded of one piece of polystyrene and weighs less than 80 pounds. Dimensions are 11' LOA, 58" beam and 45 sq. ft. of sail. Economical to maintain, her price is $99.75

Easy-to-Propel Watermobile

Summertime fun in the water will offer something completely new this season. Boys and girls can return to The Stone Age in the most up-to-date manner with a Flintstone Watermobile "just like Fred Flintstone's personal car." It is manufactured by Pal-Playwell, Inc., Jamaica, L. I., N. Y.

This new water toy attains its prehistoric look through the use of two large foam plastic floats which serve as wheels for the odd-looking vehicle. The floats are made of Pelaspan, an expanded polystyrene foam made by The Dow Chemical Company. They afford unsinkable floatation for the car, and are painted a bright blue

The body of the watermobile is constructed of marine type plywood, colorfully painted and decorated with the amusing replicas of the Flintstone characters from the television comic strip, "The Flintstones" on WABC-TV. The canopy frame is made of tubular aluminum and bears a vinyl awning, while the paddle, steering wheel, and paddle mechanism are molded of polypropylene

The Watermobile employs a unique and simple paddle arrangement enabling even small children to use it without difficulty. When the steering wheel is pushed and pulled forward and back, the Flintstone Watermobile propels itself through the water Turning is accomplished by moving the steering column to the side desired and continuing the push-pull movement. A paddle foot attached to the steering wheel propels the car

Suitable for use in swimming pools, lakes, and other bodies of water, the item is 4 feet long, 30" high, and has a shipping weight of approximately 18 pounds, packed one to a carton. The Watermobile is shipped K.D., and has simple assembly instructions

Sugested retail price: $39.95.

Exclusive Bilnor Safety Wall

A DRAMATIC ADVANCE in swimming pool design—an easy-to-operate safety feature—will be unveiled by the Bilnor Corporation at the 1962 Toy Fair.

This exclusive Bilnor invention, a safety wall, is expected to catch the public's fancy. An unattended pool containing two to four feet of water has always been of some concern to pool owners because of the possibility that children or pets could inadvertently fall in. Bilnor's new safety wall is said to make this virtually impossible.

According to Jules Billig, president of Bilnor, the new safety wall is basically an outer wall of galvanized, plastic-coated wire mesh that can be raised well above the top edge of a pool to form an effective barrier. When the pool is in use, the safety wall retracts to ground level

Once the wall is raised, the height of the pool wall is increased to as much as 85 per cent of its original height. A 36"-deep pool for example will have the top of its safety wall more than 5 feet from ground level. To prevent the barrier from being lowered by anyone other than the pool owner, a special device locks the wall into its position.

Another important feature is the ease of operation. If necessary, one person can raise and retract the safety wall. A further advantage of the safety wall, according to Mr. Billig, is that it is decorative as well as functional. The safety wall comes in either the same color as the pool itself or in a contrasting color. It will be manufactured to fit the popular sizes of the Bilnor Happy Harbor line and is reported to be available at a modest additional cost.

BARR RUBBER PROMOTES WENTZ AND SCHAFFER, SALES EXECS

Two promotions at The Barr Rubber Products Company in Sandusky, Ohio, were announced in February by R. J. Dorn, president of the company

Named as new sales manager for the company was Wayne Wentz, who previously held the position of assistant sales

Wayne Wentz

manager. Mr. Wentz is a native of Kenton, Ohio. He joined Barr in 1951 as a member of their production control department.

Selected to fill the post vacated by Mr. Wentz's promotion is Richard Schaffer. Mr. Schaffer, a resident of Norwalk, Ohio, has been with Barr since 1957 in the sales department

The Barr Rubber Products Company manufactures a complete line of rubber and vinyl balls, rubber toys, balloons and packaged athletic games

DILLION BECOMES PARTNER IN DALLAS REP CONCERN

McDonald & Associates, 1624 Dallas Trade Mart, Dallas, an organization of manufacturers' representatives for the past 25 years, take great pleasure in announcing that Clinton Dillion has been brought into the organization on a partnership basis. McDonald & Associates have been cover-

Clinton Dillion

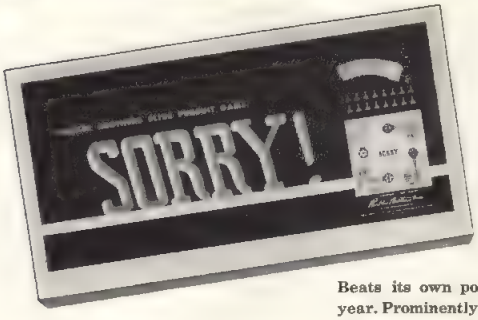
ing the four-state area of Texas, Arkansas, Oklahoma and Lousiana, representing manufacturers of toys and house wares

Mr. Dillion has been associated with the firm for the past six years as an independent agent He will continue to cover the area, handling the company's toy lines in his new capacity as partner

FAMOUS

PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD



SORRY!*

Parker Brothers Slide Pursuit Game

Beats its own popularity record year after year. Prominently featured in Parker's radio, TV, magazine and newspaper advertising, getting under way this month.

BACKED BY THE HEAVIEST PROMOTION YET!

CLUE*

Parker Brothers Detective Game

There's nothing mysterious about the rapid turnover and rising sales of this great game. Nationally advertised on radio and TV, as well as in magazines and newspapers.

**Parker Brothers Registered Trademark for the Game Equipment*

PARKER BROTHERS, INC., SALEM, MASSACHUSETTS — DES MOINES, IOWA
200 FIFTH AVENUE, NEW YORK — MERCHANDISE MARTS, CHICAGO, SAN FRANCISCO AND ATLANTA
Manufactured in Canada by Parker Brothers Games, Limited, Toronto

PLAYTHINGS August 1962 Vol. 60 No. 8 Published monthly except February, when published twice by McCready Publishing Co., 71 West 23rd St. New York 10, N. Y. Printed in U. S. Second class postage paid at Norwalk, Conn. $3.00 a year in U. S. Copyright 1962 by McCready Publishing Co.

Playthings

the national magazine of the toy trade

VOL. 60
NO. 8

Single copy, 50c, except annual Directory Issue and annual Toy Fair Issue, $1 each. Subscription rates: Domestic, one year, $3; two years, $5; three years, $6. North, Central and South America, $3 a year. Other countries, $10 a year. Copyright 1962 by McCready Publishing Co.

Change of address: Four weeks' notice is required. Give old as well as new address.

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Chicago 7: 53 West Jackson Boulevard Suite 536—Phone Harrison 7-0960

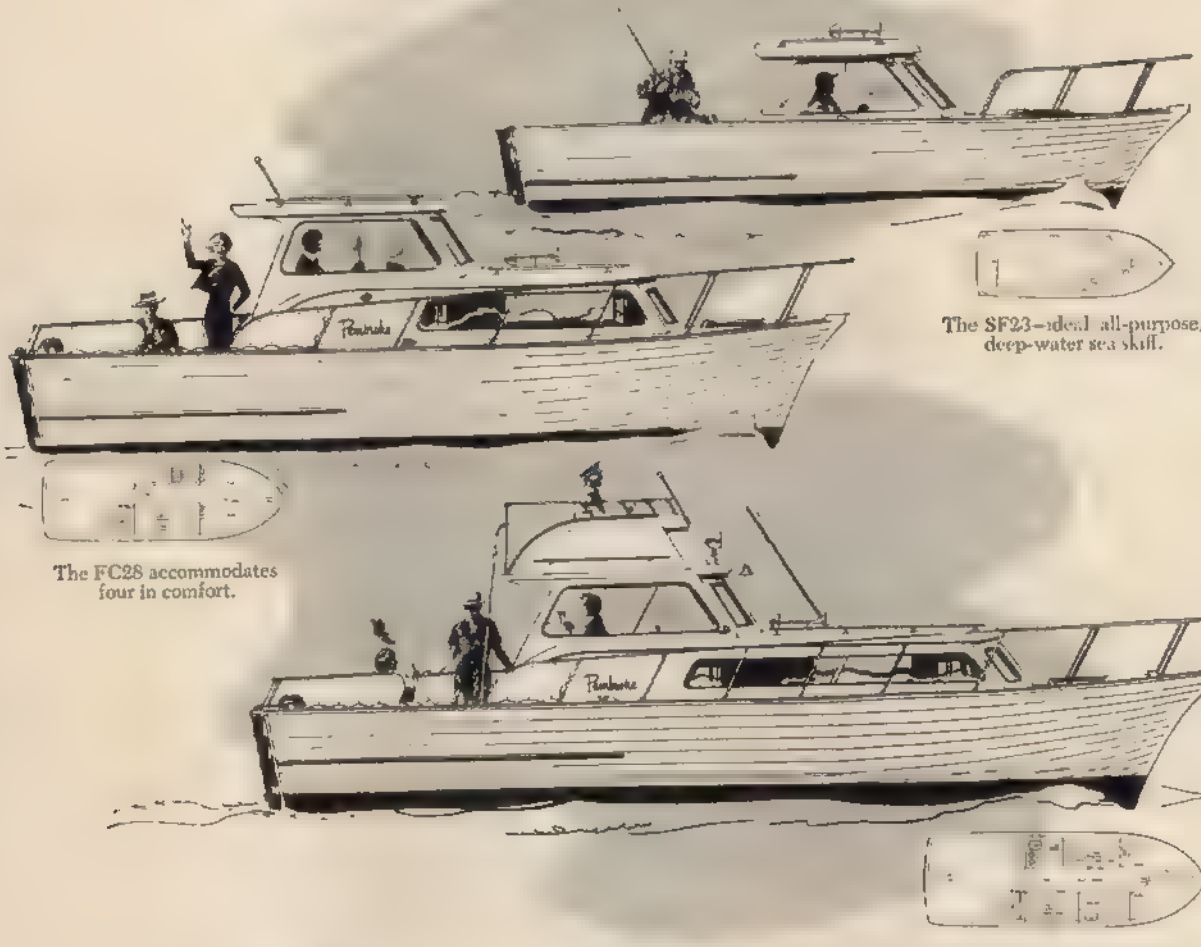
Pasadena, Cal.: Murray Bothwell, Security Building, 234 E. Colorado Blvd.—Phone MUrray 1-9155

St. Louis: Joe Schulte, Jr., 3615 Bowen St.—Phone Flanders 1-3275

PUBLISHED BY McCREADY PUBLISHING CO.
71 West 23rd Street, New York 10, N. Y. ORegon 5-2140

W. VOORHEES, President — BEN W. McCREADY, Vice-President — E. J. MORDAUNT, Treasurer — H. B. WOODWARD, Secretary

Pembroke... *the choice of comparison shoppers*



The SF23—ideal all-purpose, deep-water sea skiff.

The FC28 accommodates four in comfort.

The FC33 gives you extended cruising at its luxurious best

January signals the start of the annual boat show season For boatman, now is the time for comparison shopping.

Pembroke proudly presents three basic models, the rugged SF23, a real boatman's boat; the FC28, an ideal family cruiser, and the magnificent FC33, finest example of the New England boat builders' art.

All Pembrokes are built of ¾" thick solid Philippine Mahogany lapstrakes fastened by silicon-bronze bolts. Luxurious interiors, handsome styling and dozens of extras make Pembroke the first and *repeat* choice of discriminating buyers.

You can start your own comparison shopping with Pembroke at the National Motor Boat Show, New York, January 13, Booth B-6—or better still, right now at any one of the authorized Pembroke dealers listed below.

Pembroke

Boats, Inc
Pembroke N. H.

AUTHORIZED PEMBROKE DEALERS

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Shelburne Harbor Shipyard, Shelburne, Vt.
Pembroke Marine, Gu ford, N. H.
Dan-Dee Inc., Wel sley, Mass.
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Hibiscus Harbor Inc., Union Springs, N.Y.
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Northeast Yacht Sales, Inc., Northeast, Maryland
Riggs Cruiser Sales, Washington, D C.
Julius Y Herbst Norfolk, Va.
Tramat Marina, Pompano Beach, Florida
Miracle Strip Marina, Shalimar Florida
Bill Smith Associates, Atlanta 25, Ga
Huron Marine Park, Huron Ohio
Emerald City Harbor Inc., St. Clair Shores, Michigan
Masters Marine, Inc , Ch cago, Ill.
Pembroke-Kent Co., Newport Beach, California
Skyline Marina, Ltd., Maple, Ontario

OUTSTANDING PRODUCTS like these prove Wilcox-Crittenden's "Sea Sense"

Wilcox-Crittenden designers know the sea, know what the sea does to boat fittings. They have the "sea sense" to produce boatware in design, quality and strength that will stand up. Here are five examples from the 1962 line that prove what we mean.

NEW! W-C "Dri-Bilge" Automatic Pump Switch prevents pump burnout

New switch thinks for itself! It turns off pump motor — automatically — when bilge water is exhausted or when strainer is clogged. Switch will last for well over 100,000 "on-off" cycles. Switching capacity of 20 amps. at 6, 12 or 32 volts, d.c. Price: $19.95.

NEW! W-C "Sure-Foot" Step Pads protect you against slipping

75 "grip-cups" on each "Sure-Foot" Step Pad give you a firm footing, top protection against slipping and sliding. Tough, long-wearing vinyl pads stay white for life, never chalk, add a look of luxury. Price with screws: $1.95 a pair.

NOW! W-C "Hi-Cap"® Bilge Pump for matchless bilge water control

Compact, neat, efficient — the W-C "Hi-Cap" Electric Bilge Pump will pump up to 6 gallons a minute. It's 100% self-priming, too. Pump has molded Delrin® case, will last for years. And it fits anywhere. Prices 6- and 12-volt—$25.95; 32-volt $28.50

NEW! W-C "Sea-Gal" Galley Pump operates easier, faster

New high-capacity self-priming pump needs only 15 strokes per quart. It's a real space-saver, too. Full swivel spout positions easily for right- or left-hand operation. Pump is made of long-wearing, marine-proven Implex® and chrome-plated brass. Price: $24.95.

NOW! W-C "Sea-Cook" Alcohol Stoves with the hottest burning burners yet!

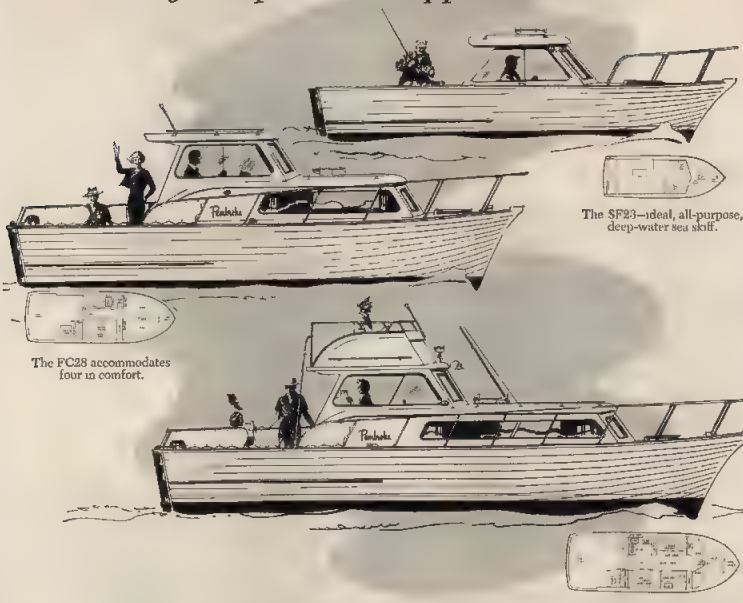
"Sea-Cook" two- and three-burner stoves burn hot — and we really mean it! Trouble-free Wilcox-Crittenden cast bronze burner units get more heat out of vaporized alcohol. And precision-drilled flame jets spread intense heat evenly. Keep a cool head this year — use a "Sea-Cook" stove for fast, safe, delicious cooking. Stainless steel "Sea-Cook" stoves come with either pressure or gravity feed. Two-burner "Sea Cook II" and three-burner "Sea-Cook III": prices available on request.

For more details on W-C Boatware, write:

WILCOX-CRITTENDEN

Division, North & Judd Manufacturing Co.
4 South Main St., Middletown, Conn.

Pembroke... *the choice of comparison shoppers*



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Boats, Inc.
Pembroke, N. H.

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Miracle Strip Marina, Shalimar, Florida
Bill Smith Associates Atlanta 25 Ga
Huron Marine Park, Huron, Ohio
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Masters Marine, Inc., Chicago, Ill
Pembroke-Kent Co. Newport Beach, California
Skyline Marina, Ltd., Maple, Ontario

How could your 400° oven harm Ceramic Ovenware that's been fired for 12 hours at a searing 2000°?

Since 1811, Pfaltzgraff Pottery of Pennsylvania has made fine ovenproof ceramic ware. Beginning with smart designs, they blend the best Kentucky and Georgia clays, Carolina feldspar and Virginia flint, knead in some 20th century know-how, and finish by kiln-firing on a lustrous, glass-hard glaze that will highlight your table or buffet. Pieces with warming stands complete with 6-hour candles. Buy pieces as gifts and for yourself.

1 Chip 'n Dip. 10 and 5½-in. bowls with stand.
11 N 13251—Shipping weight 5 pounds... $4.49

2 3-pc. Bowl Set. 6, 8 and 10-in. diameters.
11 N 13245—Shipping weight 3 pounds. Set $2.99

3 Salad Serving Set. Stainless steel with Rosewood handles. 13½ in. long. Made in Japan.
11 N 13439—Shipping weight 10 ounces Set $1.89

4 4-piece Mug Set. Each mug holds 9 ounces
11 N 13254—Shipping wt. 2 lbs. 12 oz.. Set $2.19

5 Covered Casserole on Warming Stand. 2 qt
11 N 13249—Shipping weight 5 pounds.... $4.49

6 Lazy Susan. 14-in. diam., center bowl 5½ in
11 N 13255—Shipping weight 7 pounds ... $5.99

7 Bean Pot. New England style. 3½-qt. capacity
11 N 13256—Shipping wt. 6 lbs. 8 oz..... $2.99

8 4-pc. Salad Set. 10-in. bowl, spoon, fork, stand
11 N 13247—Shipping wt. 4 lbs.. .. ..Set $3.99

9 Covered Casserole. Holds 2 quarts.
11 N 13241—Shipping weight 6 pounds $4.49

10 10-Cup Coffee Carafe. Lid, warming stand
11 N 13250—Shipping weight 3 pounds .$4.49

11 Sugar and Creamer. Each holds 9 ounces
11 N 13248—Shipping weight 2 lbs. .Set $1.99

12 Salt and Pepper Shakers. 4½ inches high
11 N 13257—Shpg. wt. 1 lb..... ...Set $1.99

13 Butter Warmer on Stand. Holds 9 ounces.
11 N 13242—Shipping weight 2 pounds. . $2.29

14 Individual Casseroles, 4-pc. set. Each 12 oz.
11 N 13244—Shipping wt. 5 lbs. 8 oz. Set $4.49

16-piece Starter Set . . Four place settings

This lovely dinnerware has the same rich brown color edged with glacial white drip as its companion pieces above. Use on the patio or buffet. Stunning with almost any color table accessories.

Set includes four each: 7 inch salad plates, 10-inch dinner plates, 9-ounce cups, and 7-inch saucers. Shipping wt. 16 lbs.

11 N 13252C.....Set $8.99

Largest Selling Folding Travel Clocks in America ... The Ideal Gift.

BLUE RIBBON 30-HOUR DESK/TRAVEL ALARM. A sure winner. Gilt trim, Texol case, luminous numerals 3¼" x 3⅝" Brown Alligator or Tan. Specify color. *Retail*
10K096V [455] Wt. 1 lb. . **$6.95**

KING PIN 30-HOUR DESK/TRAVEL ALARM. 7 jewel movement. Gilt trim, alligator grained leather case. Luminous numbers. Only 3" x 2⅝" Pig or Brown. Wt. 1 lb.
10K544V [660] . Retail **$9.95**

DAZZLER 30-HOUR DESK/TRAVEL ALARM. Sparkling rhinestone indicators on luminous dial. Gilt trim, leather case. 3" x 2⅝". Pig case. Wt. 1 lb. *Retail*
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10K1437V [397] Pigskin **$5.95**

8 gentle rings ... before a loud alarm

"REPEATER" 30-HOUR DESK/TRAVEL ALARM. Wakes the sleeper gently at first, then insistently. Raised gilt figures, luminous dial. Gilt trimmed Texol case in Brown Alligator 3 x 2⅝ in.
10K1945V [650] Wt. 1 lb. ..... Retail **$9.95**

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Quality ... that's "time proven"

CROWN JEWEL 30-HOUR DESK/BOUDOIR ALARM . . fabulous indeed! Gem shape, clear transparent plastic case, raised gilt figures, luminous. Diameter 3¾" Wt. 1 lb.
10K1463V [575] Clear White . Retail **$8.95**

Tells the date ... tells the time

DATE 'N TIME 30-HOUR DESK CALENDAR/TRAVEL ALARM. Gilt trim, leather case, gilt numerals, luminous. Magnifying "Date-Window." 3" x 2⅝"
10K1459V [610] Pig. Wt. 1 lb. .....Retail **$9.95**
10K1460V [610] Brown Alligator Wt. 1 lb. .....Retail **9.95**

8 DAY

8 DAY 7 JEWEL

"TRIUMPH" 8-DAY DESK/TRAVEL ALARM. Fully dependable 8-day movement. Gilt numerals, luminous dial. Gilt trimmed Texol case is 3¼" sq. In attractive Brown Lizard case.
10K098V [860] 1 lb. Retail **$12.95**

"CHIEFTAIN" 8-DAY 7-JEWEL DESK/TRAVEL ALARM. Extremely accurate jeweled movement. Gilt trimmed leather case, raised gilt figures, luminous dial. Size, 3 x 2⅝ in. Pigskin case.
10K1946V [995] 1 lb. Ret. **$14.95**

Retail Prices do not include 10% Federal Excise Tax.

Versatile Cookware

SO EASY TO USE—SO MANY WAYS

[A] to [E] FINE PORCELAIN PRIZER-WARE
Prizer-Ware adds charm to your table, ease to your cooking! Can be used from freezer to range to table. Spreads heat evenly, retains it longer. Durable cast iron with lustrous porcelain enamel finish. Can be used in oven, too—it's chip-, crack-, stain-resistant. Prizer-wood handle on saucepan and skillets. In white with green ivy design or turquoise. (Trivet sold with divan dish holds any Prizer-Ware utensil.)

[A] 6-Qt. Covered Dutch Oven. So useful!
23-0870 A—White/ivy. Wt. 12 lbs.....Only 11.30
23-0862 A—Turquoise. Wt. 12 lbs .....Pay Only 8.63

[E] 2-Qt. Saucepan. Order cover below.
23-2272 A—White/ivy. Wt. 4 lbs.....Pay Only 4.99
23-2280 A—Turquoise. Wt. 4 lbs.....Pay Only 4 19

Matching cover for 2-qt. saucepan above.
23-0631 A—White/ivy. Wt. 2 lbs.....Pay Only 2.19
23-0607 A—Turquoise. Wt. 2 lbs.....Pay Only 1.67

[C] Covered 11-in. Divan Dish with Trivet.
23-0789 A—White/ivy. Wt. 10 lbs..Pay Only 10.83
23-0649 A—Turquoise. Wt. 10 lbs.....Pay Only 8.97

[D] 8-in. Skillet. Order cover below.
23-2298 A—White/ivy. Wt. 3 lbs.....Pay Only 4.49
23-2306 A—Turquoise. Wt. 3 lbs.....Pay Only 3.69

Matching cover for 8-in skillet above
23-0557 A—White/ivy. Wt. 2 lbs.....Pay Only 2.33
23-0540 A—Turquoise. Wt. 2 lbs.....Pay Only 1.83

11-in. Skillet. Order cover below.
23-2314 A—White/ivy. Wt. 4 lbs... .Pay Only 6.19
23-2322 A—Turquoise. Wt. 4 lbs.....Pay Only 4.99

Matching cover for 11-in. skillet above.
23-0573 A—White/ivy. Wt. 4 lbs.....Pay Only 3.50
23-0565 A—Turquoise. Wt. 4 lbs.....Pay Only 2.83

[E] Covered Round Casserole. 2-qt. capacity.
23-0854 A—White/ivy. Wt. 7 lbs.....Pay Only 6.67
23-0847 A—Turquoise. Wt. 7 lbs.....Pay Only 5.30

NEW "DECORATOR" SCALE FROM COUNSELOR
Matches any room! Put any wallpaper or fabric under its see-thru cover. The simple lines of the golden-trimmed cover highlight your selection. Precision movement weighs accurately even on deepest rugs. 200-lb. capacity. Easy-to-read golden dial. All white mat and steel base. See page 454 for complete line of scales
24-1513 W—Wt. 10 lbs.....Pay Only 9.97

TEFLON FRY PAN BY REGAL
Tops in greaseless cooking! Sealed with DuPont Teflon to eliminate the need for fat or oil! Food retains its natural flavor and is better for you. Ideal for calorie-counters and the cholesterol conscious. Extra heavy-gauge aluminum fry pan coated with super-slick Teflon—won't stick or burn. Makes cleaning easy—just use a dishcloth and soapy water. Black Bakelite handle with hanging ring. Spatula included. Wts. 2, 3 lbs.
23-1860 A—9½ in..Pay Only 3.57
23-0102 A—10¾ in..... Only 3 99

MATCHING DESIGNS FOR GRACIOUS SERVING!

TWO DECORATIVE HURRICANE LAMPS
Add charm and sparkle to your table! Stunning contemporary styling—seamless glass chimneys richly highlighted by 22K gold "Spring Bouquet" pattern, 22K gold-plated free-form bases. White smokeless candles included. 9 in. high overall.
23-0300 A—Pair. Wt. 2½ lbs....Only 3.90

PERCOLATOR-CARAFE WITH WARMER
King-size—serves hot or cold beverages! 22K gold "Spring Bouquet" pattern on flameproof glass. Aluminum insert. Bakelite handle. 22K gold-plated free form warmer.
23-1258 A—10-cup perc/warmer. 3 lbs. 5.19
23-1423 A—8-cup perc/warmer 2½ lbs 4.55
23-1753 A—8-cup perc only. 1½ lbs. .. 3.25

PORCELAIN CAST-IRON COOKWARE

can be used from freezer . . . to range . . . to table

A wonderfully practical cookware constructed of **Cast Iron** for good old-fashioned flavor cooking. Finished in **porcelain** that's colorful in your kitchen and ever so easy to clean. The lasting beauty of porcelain . . . plus all the desirable qualities of cast iron make Prizer Ware a wonderful choice for your kitchen. Use it to prepare meals that look as good as they taste! Use it from **Freezer . . . to Range . . . to Table!**

WHITE WITH IVY DECORATION

		Retail
9179H460	8" Skillet with Prizerwood Handle	$ 6.75
9180H617	11" Skillet with Prizerwood Handle	9.25
9181H633	11" Divan, Dish.	5.00
9182H350	11" Cover (fits 11" Skillet and Divan Dish.)	5.25
9183H333	1 Qt. Saucepan	5.00
9184H400	2 Qt. Saucepan	6.00
9186H197	Cover (fits 1 or 2 Qt. Saucepans.)	2.95
9185H667	2 Qt. Round Casserole with Cover.	10.00
9187H797	3 Qt. Round Dutch Oven with Cover	11.95
9188H1130	6 Qt. Round Dutch Oven with Cover	16.95
9189H197	Trivet (fits all cookware)	2.95

TURQUOISE

9190H367	8" Skillet with Prizerwood Handle	5.50
9191H500	11" Skillet with Prizerwood Handle	7.50
9192H417	11" Divan Dish	6.25
9193H283	11" Cover (fits 11" Skillet and Divan Dish.)	4.25
9194H263	1 Qt. Saucepan	3.95
9195H330	2 Qt. Saucepan	4.95
9197H167	Cover (fits 1 or 2 Qt. Saucepans.)	2.50
9196H530	2 Qt. Round Casserole with Cover	7.95
9198H597	3 Qt. Round Dutch Oven with Cover	8.95
9199H863	6 Qt. Round Dutch Oven with Cover	12.95
9200H183	Trivet (fits all cookware)	2.75

PROLON

Fully decorated melamine dinnerware

with the translucent luster, delicacy and beauty of fine china . . . every piece decorated. So right for the most formal entertaining. Beautiful, deep coupe styling with a delicately tapered edge . . . choice of outstanding patterns that will not fade or wear away. Break resistant and dishwasher safe. Dinnerware to be proud of!

MEDALLION . . . Striking blue and gold star pattern design on lustrous white. Lovely in modern or traditional settings. Every piece decorated.
25-2072W—45-pc. Service for 8. **Pay Only 33.30**

REGATTA . . . Fresh as a cool sea breeze, ultra modern in its symbolic design in turquoise on white. Every piece decorated.
25-2106W—45-pc. Service for 8. **Only 33.30**

SILVER WHEAT . . . A graceful spray of silver wheat with ice-green leaves. A favorite pattern—each piece decorated.
25-2080W—45-pc. Service for 8. **Only 33.30**

SCARLET ROSE . . . A perfect pink rose with graceful green stem on lovely translucent white. All pieces decorated.
25-2098W 45-pc. Service for 8. **Only 33.30**

COMPOSITION OF SETS AND WEIGHTS

45-pc. Set: 8 each dinner plates, salad plates, cups, saucers, soup/cereal bowls; 1 each large platter, serving bowl, creamer, sugar and lid. All pieces decorated. Wt. 16 lbs.

53-pc. Set: 8 each decorated dinner plates, decorated 8-inch salad or luncheon plates, solid color cups, saucers, fruit bowls, soup/cereal bowls, 1 each large decorated platter, solid color serving bowl, creamer, sugar and lid. 17 decorated pieces. Wt. 19 lbs.

PROLON—Melmac® is molded to the highest standards.

All PROLON dinnerware is guaranteed for 2 yrs. by mfr. against chipping, cracking, breaking in normal use. Upon request, defective pieces replaced free. Include 25¢ for return postage.

CAMELLIA . . . A lovely new pattern you'd cherish for years. Delicate pink camellia flowers, brown leaves accented with gold. Pink bowls and cups.
25-2114W—53-pc. Service for 8. **Only 33.30**

AURORA . . . A most beautiful, abstract pattern in soft shades of brown, accented with gold stars. Cups and bowls in complementary sandalwood. Sets an enchanting table.
25-2130W—53-pc. Service for 8. **Only 33.30**

BRANCHELL *Deluxe*

BREAK-RESISTANT MELMAC® DINNERWARE

De luxe soft ivory with a lovely china-like translucency.

All cups have new glaze to resist coffee and tea stains

Branchell *Deluxe* is guaranteed by mfr. for one full year against chipping, breaking, cracking under normal use. Upon receipt, defective pieces replaced free—include 25¢ for return postage. New *glaze* process makes cups stain-resistant with just occasional use of detergent. All serving pieces have recessed handles for finger-tip control . . . easier, safer carrying. Dinner Plates full 10".

GOLDEN CHARM –Gleaming gold fleur-de-lis accents on soft translucent (Note hand on back of platter) ivory.

COMPOSITION: 45-pc. Service for 8 Consists of 8 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Dec. Salad Plates, Cups, Lug Soup Bowls; 1 each: Dec. Platter, Divided Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt. 15½ lbs.

COMPOSITION: 79-pc. Service for 12 Consists of 12 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Dec. Salad Plates, Cups, Lug Soup Bowls, Fruit Dishes; 1 each: Dec. Platter, Chop Plate, Open Vegetable Bowl, Divided Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid, 27 lbs.

25-1371W 45-pc. set Service for 8 **Pay only 33.67**

25-1363W 79-pc. set Service for 12 **Pay only 46.83**

79-Pc. Set is semi-mailable—see page 779.

GOLDEN CHARM
Soft-ivory translucent

Aztec

MELMAC® DINNERWARE – The budgeteer's delight! Melamine durability in lovely patterns with duet-color accessories. For open stock, write to GMC Dept. 25F.

(Note: Glaze feature on Branchell cups only).

COMPOSITION: 45-pc. Service for 8 Consists of 8 each: Full 10" Dec. Dinner Plates, Saucers, Bread and Butter Plates, Cups, Soup/Cereals; 1 each: Platter, Open Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt. 13 lbs.

SUN DANCE

25-1785W 45-pc. set Service for 8
Pay only 19.99

25-1694W 79-pc. set Service for 12
Pay only 33.67

COMPOSITION: 79-pc. Service for 12 Consists of 12 each: Full 10" Dec. Dinner Plates, Saucers, Bread and Butter Plates, Cups, Soup/Cereals, Fruit Dishes; 2 each: Platters, Vegetable Bowls; 1 each: Creamer, Sugar Bowl, Sugar Lid. 22 lbs. Semi-mailable—see page 779.

MISSION ROSE

25-2171W 45-pc. set Service for 8
Pay only 19.99

25-1967W 79-pc. set Service for 12
Pay only 33.67

SKY DANCE

25-1926W 45-pc. set Service for 8
Pay only 19.99

25-1801W 79-pc. set Service for 12
Pay only 33.67

SUN DANCE
Brown and butterscotch accessories.

MISSION ROSE
Sea mist green and white accessories.

SKY DANCE
Azure blue and butterscotch accessories.

PROLON

Fully decorated melamine dinnerware

with the translucent luster, delicacy and beauty of fine china . . . every piece decorated. So right for the most formal entertaining. Beautiful, deep coupe styling with a delicately tapered edge . . . choice of outstanding patterns that will not fade or wear away. Break resistant and dishwasher safe Dinnerware to be proud of!

MEDALLION . . . Striking blue and gold star pattern design on lustrous white. Lovely in modern or traditional settings. Every piece decorated.
25-2072W—
45-pc. Service for 8. **Pay Only 33.30**

REGATTA . . . Fresh as a cool sea breeze, ultra modern in its symbolic design in turquoise on white. Every piece decorated.
25-2106W—45-pc. Service for 8. **Only 33.30**

SILVER WHEAT . . . A graceful spray of silver wheat with ice-green leaves. A favorite pattern—each piece decorated.
25-2080W—45-pc. Service for 8. **Only 33.30**

SCARLET ROSE . . . A perfect pink rose with graceful green stem on lovely translucent white. All pieces decorated.
25-2098W—45-pc. Service for 8. **Only 33.30**

COMPOSITION OF SETS AND WEIGHTS

45-pc. Set: 8 each dinner plates, salad plates, cups, saucers, soup/cereal bowls, fruit bowls, platter, serving bowl, creamer, sugar and lid. All pieces decorated. Wt. 18 lbs.

53 pc. Set: 8 each dinner plates, decorated 8 each salad or luncheon plates, solid color cups, saucers, fruit bowls, soup/cereal bowls 1 each large decorated platter, salad, cereal serving bowl, creamer, sugar and lid. 17 decorated pieces. Wt. 19 lbs.

PROLON—Melmac® is molded to the highest standards.

All PROLON dinnerware is guaranteed for 2 yrs. by mfr. against chipping, cracking, breaking in normal use. Upon request defective pieces replaced free. Include 25¢ for return postage.

CAMELIA . . . A stunning new pattern with [illegible] . . . maximum. A Lowest [illegible]
25-2114W 53-pc. Service for 8. . **Only 33.30**

AURORA . . . A most elegant abstract pattern in soft shades of brown accented with gold. Cups, saucers and bowls in complementary sandstone tone. Set is an enchanting table
25-2130W—53 pc. Service for 8. . **Only 33.30**

BRANCHELL *Deluxe*

BREAK-RESISTANT MELMAC® DINNERWARE

De luxe soft ivory with a lovely china-like translucency.

All cups have new glaze to resist coffee and tea stains

Branchell *Deluxe* is guaranteed by mfr. for one full year against chipping, breaking, cracking under normal use. Upon receipt, defective pieces replaced free—include 25¢ for return postage. New *glaze* process makes cups stain-resistant with just occasional use of detergent. All serving pieces have recessed handles for finger-tip control . . . easier, safer carrying. Dinner Plates full 10".

GOLDEN CHARM—Gleaming gold fleur-de-lis accents on soft translucent (Note hand on back of platter) ivory.

COMPOSITION: 45-pc. Service for 8 Consists of 8 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Dec. Salad Plates, Cups, Lug Soup Bowls; 1 each: Dec. Platter, Divided Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt. 15½ lbs.

COMPOSITION: 79-pc. Service for 12 Consists of 12 each: Full 10" Dec. Dinner Plates, Dec. Saucers, Dec. Salad Plates, Cups, Lug Soup Bowls, Fruit Dishes; 1 each: Dec. Platter, Chop Plate, Open Vegetable Bowl, Divided Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. 27 lbs.

25-1371W 45-pc. set Service for 8 **Pay only 33.67**

25-1363W 79-pc. set Service for 12 **Pay only 46.83**

79-Pc. Set is semi-mailable—see page 779.

Aztec

MELMAC® DINNERWARE – The budgeteer's delight! Melamine durability in lovely patterns with duet-color accessories. For open stock, write to GMC Dept. 25F.

(Note: Glaze feature on Branchell cups only).

COMPOSITION: 45-pc. Service for 8 Consists of 8 each: Full 10" Dec. Dinner Plates, Saucers, Bread and Butter Plates, Cups, Soup/Cereals; 1 each: Platter, Open Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt. 13 lbs.

COMPOSITION: 79-pc. Service for 12 Consists of 12 each: Full 10" Dec Dinner Plates, Saucers, Bread and Butter Plates, Cups, Soup/Cereals, Fruit Dishes; 2 each: Platters, Vegetable Bowls, 1 each: Creamer Sugar Bowl, Sugar Lid. 22 lbs. Semi-mailable—see page 779.

SUN DANCE

25-1785W 45-pc. set Service for 8 **Pay only 19.99**

25-1694W 79-pc. set Service for 12 **Pay only 33.67**

MISSION ROSE

25-2171W 45-pc. set Service for 8 **Pay only 19.99**

25-1967W 79-pc. set Service for 12 **Pay only 33.67**

SKY DANCE

25-1826W 45-pc. set Service for 8 **Pay only 19.99**

25-1801W 79-pc. set Service for 12 **Pay only 33.67**

SUN DANCE
Brown and butterscotch accessories.

MISSION ROSE
Sea mist green and white accessories.

SKY DANCE
Azure blue and butterscotch accessories

ENJOY THE FLEXIBILITY OF *TWO* SETS FOR THE PRICE OF *ONE!*

(A) **MAJESTY—BLUE FLOWER** Service for 8 Dinners Bread & Butters decorated; Cups, Cereals, Fruits, Platter, Vegetable Dish turquoise; Saucers, Cream & Sugar Set white. Open stock value $100.65.
37K654P 2997 Double Duty 69 piece Set Ret. **$44.95**

(B) **AUTUMN GLORY—SWEETHEART ROSE** Service for 8 Dinners, Bread & Butters decorated; Cups, Cereals, Fruits, Platter, Vegetable Dish pink; Saucers, Cream & Sugar Set white. Open stock value $100.65
37K655P 2997 Double Duty 69 piece Set Ret. **$44.95**

DOUBLE DUTY SET COMPOSITION 69-Piece Set. Eight each: dinner plates, B & B's, cups, saucers, cereal and fruit bowls. One each, 14-inch platter, creamer, covered sugar bowl, veg. dish.
Includes complementary luncheon set: Eight each: Decorated Luncheon Plates and B&B Plates. Wt. 19 lbs.

PROLON

Finest Melmac®

Quality Melamine Dinnerware

Accident-proof . . .
Let the children wash it . . . it won't chip or crack in normal use.

Lasting Beauty . . .
color is molded in . . . will not fade or wear off

Dishwasher Safe . . .
even the hottest water will not affect it.

Practical . . .
set really beautiful tables for important dinners, yet use it for every day meals or snacks . . . colors or dots.

All PROLON dinnerware is guaranteed by manufacturer against breakage during two years of normal use.

NOCTURNE . . . Bread & Butter Platter decorated; 8 Cups, Cereals, Fruits, Vegetable Dish, Saucers, Cream & Sugar Set white. Service for . . .
37K657P 2497 . . . Service for . . . Ret. **$37.50**

CORONET . . . 8 Dinners, Bread & Butters; Platter decorated; 8 Cups, Cereals, Fruits, Vegetable Dish, Saucers, Cream & Sugar Set white. Service for 8.
37K656P 2497 53-pc. Service for 8. Ret. **$37.50**

Racine Royale has maintained the highest standards of quality in distinctive timepieces for over seventy years. Every Racine Royale watch, features the finest 17 Jewel movements, incabloc shock resistance, unbreakable mainsprings, and fine Swiss cases.

W 1100 Unusually thin Automatic stainless steel water-resistant. Radium dots and hands. **71.50**

W 1329 Elegant, thin 14K gold case, 10½ L. 17 J movement, incabloc, unbreakable mainspring, suede strap. **105.00**

W 1336 Smartly fashioned thin model, stainless steel water-resistant case, 17 J., incabloc 10½ L. movement, luminous Shantung dial. **45.50**

W 1337 Attractive thin mode gold-filled top, water-resistant case 10½ L. movement. **51.50**

W 1161 Ultra thin, 14K yellow gold case with high quality 17 J movement. Unbreakable mainspring, incabloc, anti-magnetic. **105.00**
W 1161B Black dial. **105.00**

W 1179 Racine Royale electric, 13 J., shock resistant, gold-filled top, water-resistant case. Battery guarantee one year. **100.00** **W 1179B** Black dial. **100.00** **W 1178** Full number dial. **100.00**

W 1095 Distinctive, square Automatic, water-resistant, modern dial, 11½ L. Stainless steel. **88.50** **W 1088** Same as W1095 with gold-filled top. NOT water resistant. **51.00**

W 1081 Thin Water-resistant Automatic in gold-filled top, steel back case, movement winds 360 in either direction. 11½ line, as smart as it is sturdy. **69.50**
W 1080 Stainless steel case. **67.50**

W 1115—Fine 24 hour watch, hour hand makes one revolution in 24 hours. Radium dots placed at hours of darkness 1700 to 0600, rugged manual wind movement, thin stainless steel case, water resistant. **49.50**

W 1092 Handsome 14K Automatic, water-resistant, raised gilt dial, radium dots and hands. **160.70**
W 1092B—Black dial. **163.50**

W1330 Handsome styled unusually thin stainless steel Automatic, water-resistant case, luminous dots and hands. **69.50**
W 1331 Gold-filled case back and front. **77.50**
W 1332 14K case. **160.00**
W 1332B Black dial. **160.00**

W 1053 Distinguished alarm watch, stainless steel, water-resistant 17 J movement, luminous dial, incabloc, unbreakable springs. **83.50**
W 1059—Gold-filled top. **88.50**

Racine Royale presents elegance in design combined with the world's finest craftsmanship. Every Racine Royale timepiece includes 17 Jewel movements, Incabloc shock resistance and unbreakable mainsprings. Racine Royale is your finest buy.

W 1344 Elegant new shape, Florentine bezel, 5½ L. 14K Yellow Swiss case, petite **87.50**
W 1344WH White gold case **87.50**

W 1345 Exquisite Swiss case 14K Yellow gold, 17 J, 5½ L., movement **86.00**
W 1345WH White gold case **86.00**

W1346Y Petite 17 J 5½ L. Yellow gold case the latest in high-fashion styling. **87.50**
W 1346 W White gold case **87.50**

W 1401 Y Petite elegance, 17 J, 5½ L., gold-filled case **52.00**
W 1401 W White gold case **52.00**

W 1403 Y Royale petite 17 J, 5½ L, gold-filled case **52.00**
W 1403 W—White gold case **52.00**

W 1404 Y Petite classic 17 J 5½ L gold-filled case **52.00**
W 1404 W—White gold case **52.00**

W 1402 Y—Fashionably petite 17 J, 5½ L
W 1402 W—White gold case **52.00**

W 1347 Y 14K Yellow gold Swiss case, 17 J., semi-sport model. Elegant suede strap **88.00**
W 1347W—White gold case **98.00**

W 1343 Lady's gold-filled, Swiss case, 17 J, full-numbered dial, specify black or gilt numerals. **51.00**

W 1090 Elegant square 14K Yellow Gold watch, 17 J. Swiss case **77.50**
W 1090WH White gold case. **77.50**

W 1091 Dainty round model, 14K Yellow Swiss case, fine 17 J movement **77.50**
W 1091WH—White gold case **77.50**

W 1338 Smart 14K Yellow gold watch Swiss case 17 J, 5½ L. movement, petite **77.50**
W 1338WH White gold case. **77.50**

W 1078 Automatic watch water-resistant, 14K top case, 7/16 L. sweep second **88.00**

W 1089 Stainless steel case. **73.00**

W 1111 Nurse's watch water resistant 834 L, rhodium top steel back case, radium dots, hands shock resistant **42.50**
W 830/13—All steel case **50.50**

W1187 Classic 17 J., 14K Yellow gold case with smart suede strap **92.50**

W6125 New, elegant 14K White gold case, 6 diamond **185.00**

W6137 New, high-fashion 14K White gold case, 18 diamond **147.00**

W6122 New, luxurious 14K White gold case, 6 diamond **155.00**

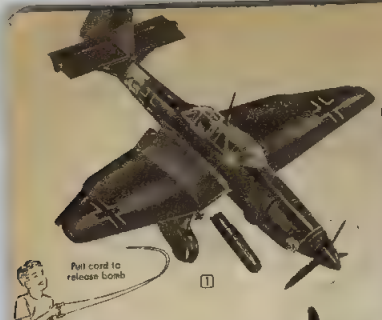
W6134 New executive 14K White gold case, 16 diamond **140.00**

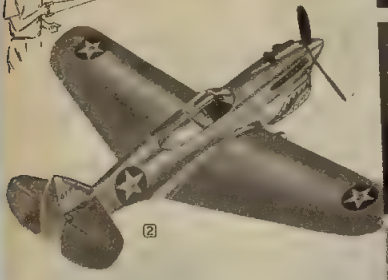
W6088 New, regal 14K White gold case, 22 diamond **159.50**

W1184 Luxurious 17 J., 5½ L gold-filled brand watch **56.50**

W 862—Nurse's watch in Swiss Sterling Silver case, dial and hands are Radium **30.00**

BUILD IT YOURSELF





STUKA JU87
7.64

1 Take to the air with this detailed scale model of the famous WWII dive bomber . releases bomb while in flight for extra realism. Ready to fly—comes with 049 Thumble Drome gas engine. Hi impact plastic, with 23½ in. Inverted gull wing, 18-in. fuselage. Control handle, lines incl. Order accessory kit below. Mailable. W36 J 5595M. (4 lbs.) 7.64

P40 "TIGER"
6.84

2 Fly the famous P40 fighter . . . looks just like the ones used by the famous "Flying Tigers" in World War II. Detailed plastic model comes ready to fly . Super Bee 049 gas engine is the finest made. starts easily, has extra power for loops, dives. 20 in. wingspan, control handle, line incl. Order accessory kit below. Mailable. R36 J 5594M Sh. wt. 5 lbs. 6.84

3 CUSTOM STYLING KIT Design and draw customized autos, boats, planes and space ships! It's easy with the electric drawing desk and design pattern sheets . just pick out the pattern you want and trace it—combine patterns for any style vehicle. Set includes hi-impact plastic drawing desk with bulb, design pattern sheets, colored pencils, pencil sharpener, eraser. 110/120 V., AC-DC UL approved. R36 J 5554. Mailable. Shipping weight 6 lbs. . . . . Kit 5.87

4 DESIGN-A-PLANE KIT is the perfect gift for the model airplane fan . he can design and build over four thousand different experimental models with this authentic hi-impact plastic outfit. Easy-to-follow Design-A-Matic computer shows him how. Airplane sections are easy to assemble, take apart for reuse. Kit includes plans for F86 Sabre, British Gloster Javelin, Russian MIG 15 and many more famous planes. 36 J 5552. Shipping weight 2 lbs. 14 oz . . . . . Kit 2.97

OK CUB KART captures all the excitement and thrills of "big time" go-kart racing! Its ready to run anywhere . fast starting OK Cub 024 engine gives up to 100 MPH scale speed, has low noise level. Sturdy, perfectly scaled metal chassis. Overall, 6¾ in. long. Order accessory kit at right. Mailable. R36 J 5599M Sh. wt. 2 lbs. 6.94

ACCESSORY KIT . . . specially prepared items for servicing gas-powered planes and racers. Set includes ½ pint of fuel, 1½-volt battery, fuel filler with a stainless steel strainer and filler hose, Aero Glo clip with wires attached, line clips, wrench. Mailable. R36 J 5597M (3 lbs.) 2.27

5 MONOTRACK RACING SET Let's start the race! You get all parts necessary to build two motorized Jaguar racers plus 36 ft. of plastic tubular track for figure 8 or two ovals. Lay track on any smooth, hard surface. One Jaguar is red, the other brightly chrome plated—each 6¾ in. long made of sturdy plastic, decals included. Powered by 4 "AA" penlight batteries—sold on page 324. 35 J 5551 Shipping weight 1 lb. 2 oz Set 2.97

Budget Power protects peace of mind with Prudential Insurance

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it's FUN! it's educational!

Youngsters enjoy "do-it-yourself" theater play with the Magnajector and their favorite story-books, magazines or Flash Cards.

most publicized electric toy projector

Focus on profit with the modern magic lantern that sets the pace for educational projectors.

Ever since the Magnajector was selected as a "TOY OF THE YEAR" by the New York Journal-American, this fascinating projector has captured the fancy of parents, teachers, children and adults.

For wholesalers and retailers, it continues to be a "counter seller" with unlimited horizons and full profit margin.

Ideal for . . .

- *nursery school
- *sunday school
- *scout meetings
- *club meetings
- *"show and tell"
- *party showing

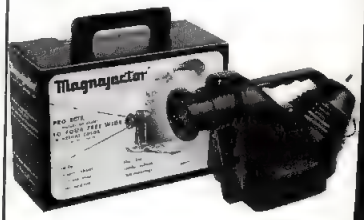
- Educational Flash Cards
- "Picture-Lok" Card Positioner
- Screen 32" x 36"
- Carry-case with screen-back

MJ-102 **Sugg. Ret. $9.95**

Modern design projector that enlarges and projects any illustrated material in color or black and white. Double lens. Turn switch. Built-in handle. Carry-case display box.
6 to shipper, Wt. 27 lbs.

MJ-100—STANDARD UNIT Sugg. Ret. $7.95

Magnajector magnifies illustrated copy in color or black and white. Uses 60 watt household bulb. (Bulb not included.) Durable smooth plastic. U.L. Approved.
6 to shipper, Wt. 24 lbs.



RAINBOW CRAFTS, INC.
VISUAL AIDS DIVISION
CINCINNATI 12, OHIO

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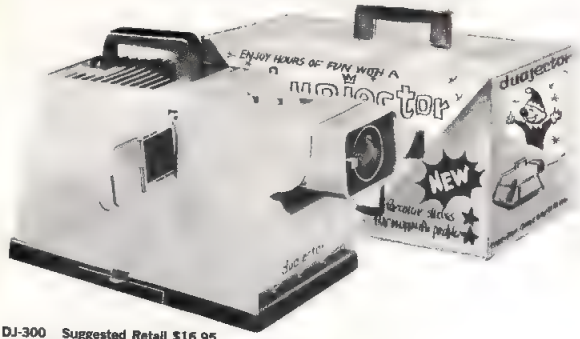
deluxe opaque electric projector

enlarge postcards . . . flash cards

MAY ALSO BE USED FOR 35mm SLIDES



ED-U-CARDS®

each **duojector®** package contains **24 ED-U-CARDS,®** FLASH CARDS

Authentic full-color picture cards and photos plus easy-to-understand story descriptions.

Sea Shells, Butterflies, Rock and Minerals, History, Famous People, Wonders of the World.

Educational . . . entertaining subjects . . . a stimulating new approach to study. Fascinating for young and adult viewers.

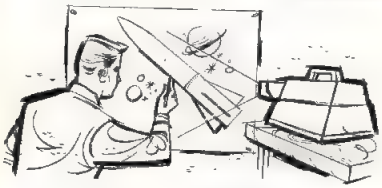
DJ-300 Suggested Retail $16.95

Revolutionary new projecter to magnify and enlarge postcards, flash cards, artwork, storybook pictures . . . any illustrated material.

Durable polypropylene one-piece construction. Built-in slide and card positioners. Dial adjustable double lens. Turn-switch. Uses 100-watt household bulb. (Not included.) Illustrated 8-page instruction book. Handy carry-case. Packed 6 to shipper; Wt. 20 lbs.

duojector

- Unitized construction of unbreakable Polypropylene.
- Dial-adjusted lens.
- Built-in card positioner.
- Handy slide-holder.
- Carry-case for counter display.



teen-agers!
- Art Tracing
- Hobbies and Crafts
- Party Fun

adults!
- Club Meetings
- Coin-Stamp Collections
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family fun!
- Photo Albums
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- Party Showing

educational!
- School and Scouts
- Bible Stories
- Show 'n' Tell

For additional information about duojector or **ED-U-CARDS®**

write: RAINBOW CRAFTS, INC. VISUAL AIDS DIVISION, CINCINNATI 12, OHIO

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South Bend TOY

DOLL COACH—23½" x 12" x 9" molded body in fuchsia with striped decoration and crest. Silver 3-bow hood. Full tubular handle 25" high, tubular, spring action Duchess gear. 7½" wire spoke wheels.
4230/897 **LIST $13.50**

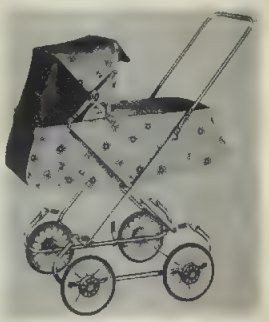
DOLL CARRIAGE—pink with colorful print on white quilt body. 3-bow hood with sun visor. Lock clip, brake, embossed mattress 21½" x 9" body, tubular handle 26¼" high, 5" wheels
1530/333 **LIST $5.00**

DOLL HAIR DRYER—sized to fit all fashion dolls. Includes dryer with hose, adjustable hood, hair net rollers, Bobby pins, mirror, comb, brush, and carry-all case.
1200/267 **LIST $3.98**

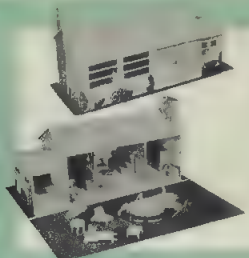
DOLL STROLLER—red with red and blue print on white quilted body 9" x 9" Fringed canopy, shopping bag plastic play rings, foot rest Full tubular handle 26½" high, 5" wheels
540/267 **LIST $3.95**

DELUXE DOLL CARRIAGE—blue plaid body, 12½" x 28", with full top rail. 4-bow hood with sun visor Full tubular handle, 31" high, 7¼" wheels. Spring action Duchess gear, brake, mattress board
2030/667 **LIST $10.00**

DELUXE DOLL STROLLER—big 10½" x 11" body of printed white quilt. Tubular top rail and full tubular handle 29½" high, Fringed canopy, foot rest, shopping bag. 6" wheels
560/399 **LIST $5.98**



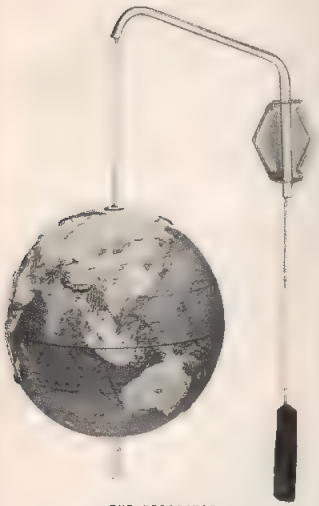
DOLL CARRIAGE—10" x 24" quilted body, decorated with colorful print Red two-tone, 3 bow hood with sun visor. Full tubular handle 29" high, 6" wheels. Spring action Duchess gear with brake, lock clips, mattress board.
1730/467 **LIST $6.95**



RANCH HOUSE WITH SWIMMING POOL—metal thographed house, completely furnished Metal swimming pool with garden furniture pool accessories and figures 23 x 9 ½" x 11¼" high
742/333 **LIST $5.00**

SPLIT LEVEL DOLL HOUSE—big, contemporary design fully furnished and colorfully lithographed. All metal edges are rounded for added safety and all plastic parts are of unbreakable polyethelene
750/532 **LIST $7.95**

RAND McNALLY World Globes



NOW! A DRAMATIC NEW RAND McNALLY
RAISED-RELIEF GLOBE

Continents—mountain ranges—valleys—plateaus—islands are shown in vivid 3-D relief on this newest Rand McNally world globe. This raised relief model brings a new dimension to world globes. You can actually see how mountain ranges and other physical features affect country boundaries, location of cities, and populated areas. The great natural mountain barriers come to life as you see and feel their rugged peaks. And thousands of places are also shown on this rugged new globe.

THE EXPLORER

This popularly-priced raised-relief globe features political coloring, with each country in a contrasting color. The space age mounting with satin brass-plated base enables any part of the detailed globe to be brought into view. The new Rand McNally Globe Guide in full color is included. 12″ diameter globe. Height 16″.

87K583P [767] Wt. 6 lbs. .....Retail $11.95

THE DECORATOR

Here is the striking 12-inch raised-relief globe in a newly designed pull down mounting. At a touch of the finger this decorative globe may be raised or lowered to eye level. The mounting may be easily attached to the wall with the screws and bracket which are included. Weight 7 lbs.

87K628P [897] .....Retail $13.95

THE VOYAGER

This distinctive and beautiful 10″ globe with brass-finished meridian and base features more place names than any comparable globe. Also shows air distances and times, steamship routes, and historical and geographical notes. Includes new 24-page, full-color handbook and Globe Guide. Height 14″, weight 4 lbs.

87K492P [487] 5 lbs.....Retail $ 7.95

87K582P [1197] Illuminated. 7 lbs. Ret. 19.95

POPULAR RAND McNALLY 12-INCH WORLD GLOBES

GOLDEN GLOBE

This popular semi-meridian style features a gracefully tapered satin brass-finished base and instrument-like meridian. Shows more place names than any comparable globe, air distances and times, steamship routes and historical and geographical notes. The design combines rugged construction with fine styling and precision design. New Globe Guide is included. Height 17″, weight 5½ lbs.

87K585P [597] Retail $ 9.95
(Illuminated, Wt. 10 lbs.)

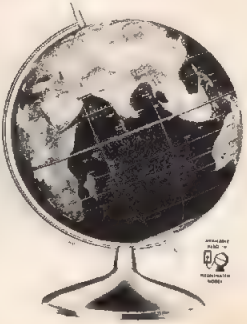
87K586P [1647] Retail 26.95

THE MIDNIGHT

An extremely dramatic globe, high in style and decorative effect. Land areas, in accurate detail, stand out in rich colors against oceans in shiny black. The contrasting semi-meridian and base both carry a lustrous chrome plating. In the illuminated model this striking globe provides a conversation piece in the home. New full-color Globe Guide included. Height 17″, weight 5¼ lbs.

87K493P [767] Retail $11.95
(Illuminated; Wt. 10 lbs.)

87K494P [1797] Retail 26.95



PIPE DREAMS? *No! Anyone can own a Ray Greene fiberglass sailboat ... and it's easier than you think. Just decide which boat meets your need, the New Horizons, the Rebel, the Nipper or the Vixen, and Ray Greene will show you how to "make sail." Write today for your free copy of ADVENTURE IN THE WIND, and complete information on this outstanding line of fiberglass sailboats will be sent by return mail.*

pioneer in fiberglass construction

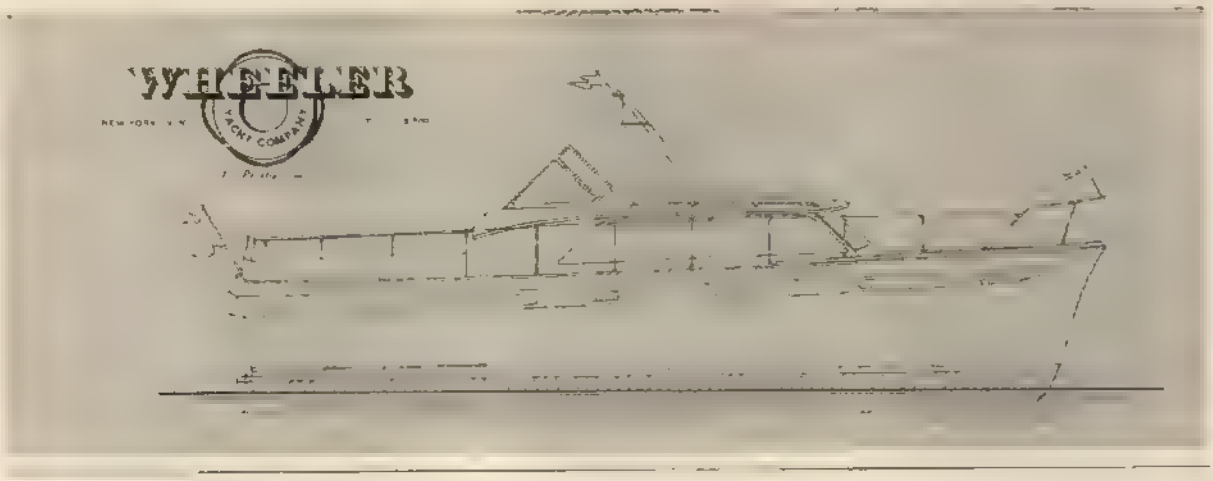
RAY GREENE & COMPANY

528 South Byrne Road, Toledo 9, Ohio

LONG-LASTING SATISFACTION is built into every Wheeler yacht. The builders know what is required for safe, comfortable cruising in deep water.

THE Prestige YACHT

■ This Promenade Deck Yacht is both luxurious and practical, like other models in the line. Information available on the complete Wheeler Fleet—35'-75'.



Having seen that the champion could be vanquished and that they had the schooner to do it, the Downeasters were more than willing to challenge in 1931, when the big prize of international renown was once more unwrapped.

The match was scheduled for October of that year and the Gertrude L. Thebaud made the run to Halifax in a record 30 hours. She arrived in the harbor to a fanfare of welcoming cheers, whistles and gun salutes. Once more the experts and the exponents of racing technique were on hand to express their profound opinions. Betting in both camps gave odds on the challenger. The crowds that flocked to the waterfront for the contests saw the veteran Bluenose romp over the finish line 33 minutes ahead in the first race and in the second she did well enough when she left the Thebaud 12 minutes astern

The depression years that followed were a large factor in laying aside the International Fishermen's Trophy races. As cod fishing was more important than cup-chasing, the contests were not resumed until 1938. At that time Europe was smoldering on the brink of another war and it was thought that if ever these races were to survive at all, this was the time. After much preliminary bickering among officials, it was finally arranged to hold a five-race contest off Boston.

Since both schooners had won and lost to each other in two major contests the betting ran on even money. The American vessel took the first race and lost the second and third to the Canadian. In the fourth race the Gloucestermen evened the series when Bluenose was forced to come into the wind because of a parted backstay and Thebaud sailed across the finish line 2 minutes 44 seconds ahead. The deciding match was held two days later and despite the mishap of a parting halyard block aboard Bluenose, she finished almost three minutes ahead of Thebaud and won the series. The International Fishermen's Trophy stayed in Lunenburg where it has rested these many years unchallenged.

It is curious to note how parallel the life and destiny of these two fine vessels ran to the very end. In 1946 Bluenose met her fate on a reef off Haiti while carrying freight. Thebaud, also converted to cargo, was smashed to kindling wood two years later in a tropical storm on the breakwater of La Guaira, Venezuela. When their burgees fluttered a last farewell as they disappeared from the Grand Banks, they took with them an epoch in the history of sail.

Will there be a revival of the fishing schooner races? The best answer you can get in Nova Scotia is that the trophy is there, awaiting the next duel for its possession. In the Gloucester area there is a nostalgic hope that they can send a challenger to bring the prize to the Down East port. On both sides of the border there is a definite interest in renewing these contests. If this spirit grows there is no question that counterparts of Bluenose and Thebaud will be on the starting line soon.

☆ ☆ ☆

DRAIN YOUR BOAT WITH A PUSHBUTTON

Now you can drain your boat without leaving the steering wheel. Elektro Drain Co. announces the Elektro Drain, controlled by a powerful spring-loaded solenoid which, when energized, lifts a neoprene plug. On switch release, the plug snaps back in position for a positive tight seal. Size 4" x 6", weight 3 lbs., furnished complete with switch assembly. Standard model is 12 volts; installed in 10 minutes, fits all 1" drains on battery-equipped boats. Elektro Drain Co., 200 State Bank Bldg., Fort Dodge, Iowa.

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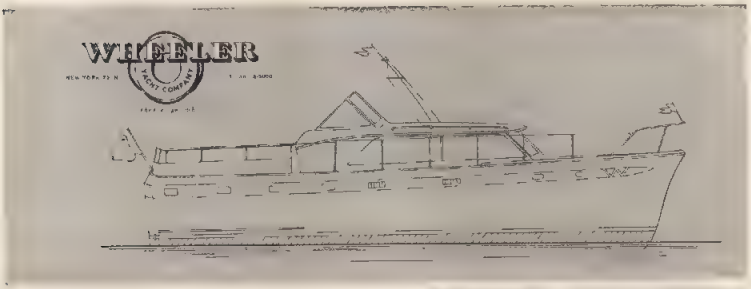

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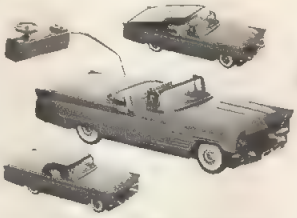
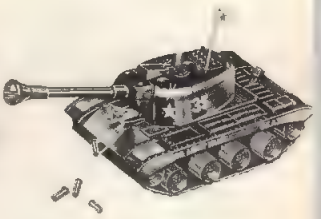
Comes complete with small army, truck, jeep, tank, artillery piece

"WHIRLYBIRD" HELICOPTER. Rescue corps Helicopter comes complete with a small army of 25 men, and a truck, jeep, tank and artillery piece. Rotors measure over 17 inches, chop away like the real thing. Has motor driven hoist chain with hook and rescue sling. Taxies along ground by motor. Operates on 2 "D" size batteries (not included). Over 2 feet long. Wt. 4 lbs. 8 ozs.
22K1914BL [667] . . . . . .Retail **$9.98**

PRINCESS POODLE. Gaily dressed in smart plaid beret and coat. Walks, pauses, then sits up and begs. Barks and wags tail. With lighted eyes and remote control. Battery operated. Imported Wt. 1 lb. 8 ozs.
22K1308B [267] .....Retail **$4.00**

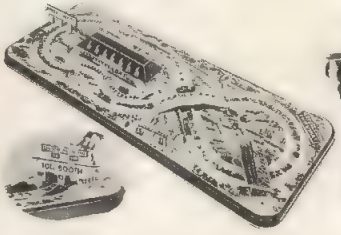


FLIP TOP FRICTION LINCOLN CONVERTIBLE. Miniature model of the modern Lincoln operates by remote control, goes forward or reverse. Hard top fits into trunk area. Batteries not included 11" long Wt. 1 lb. 9 oz.
22K1125B [267] .....Retail **$4.00**

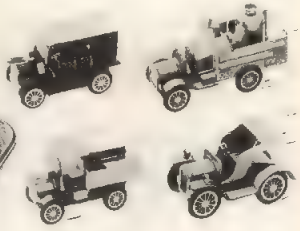


U.S. ARMY BULLDOG TANK. Load shells in brass casings to a clip—fire projectiles automatically from remote position. Operates on 2 "D" batteries (not included). Measures 13⅛" long. Wt. 1 lb. 14 ozs
22K1915B [397] .....Retail **$5.98**

BARBECUE PIG. Imported cooking pig, shakes frying pan and pours pepper. Grunts and sways, flips over ham and eggs. Stove lights up red. 11" tall. Battery operated. Imported toy. Wt. 2 lbs.
22K1317B [297] .....Retail **$5.50**



ELECTRONIC THRUWAY. Fascinating fun with a mystery-action Super Highway set. Four cars whizz around 2 lane highway stopping only to pay toll Operates on 2 flashlight batteries (not included). Wt. 5 lbs.
22K1916P [397] .....Retail **$6.00**



OLD TIMERS' CAR ASSORTMENT. Four authentic miniature models from the Roaring Twenties Set includes a colorful Cadillac, Rolls Royce, Pick-up truck and fire engine Carefully made Wt. 2 lbs. 8 ozs.
22K1312B [197] .....Retail **$4.00**

Thrifty Electric Wall Clocks

(A)

(B)

(A) Gilbert "Patrician." Designed for smartness, accuracy . . . budget-priced! Rich copper-colored plastic case. Hand set knob on bottom. Easy-to-read numerals 6½" wide.
J2700—Plus Fed. Tax.....$3.98
(B) Spartus Pacemaker. Extra-easy to read! Dependable, quiet self-starting motor! Full-width crystal, white dial, big raised numerals. Sweep second hand. UL app. 8½ x 5½". **Each $4.95 Plus Tax.**
J2715—White. J2716—Beige. J2717—Turquoise.

(C)

(D)

(C) G.E. "Clarity" Electric Wall Clock. Dial slants down for easiest reading! Crisp tailored lines, sprakling chromed frame. White dial. Red sweep second hand. Black hands, numerals. 5¼ x 6¼".
J2705—Red. J2706—White Plus Fed Tax. Ea.....$4.98
(D) G.E. "Bon Bon." Easy-to-read cut-out numerals. Red, yellow or beige with color accent! Sweep second hand. 6¾" dia. **Ea. $4.98 Plus Tax.**
J2740—Red. J2741—Yellow. J2742—Beige.

(E)

(F)

(E) Spartus "Timekeeper." Full-sized crystal over white dial with raised numerals. Sweep second hand 6¾" square.
J2710—Red. Plus Tax.....$4.49
J2711—Yellow; J2712—Turquoise. Plus Tax.....4.75
(F) Lux Electric Wall Clock. Big raised numerals! Reset without removing from wall! Smart, silent, sturdy. Copper and white plastic. Red sweep second hand 7".
J2737—Plus Fed. Tax. $5.49

(G)

(H)

(G) G.E. "Decorator" Wall Clock. Another smart way to be on time! White "Sunburst" dial, black numerals, hands. Red sweep second hand, hour markers. Silent operation. 7". **Ea. $5.98M Plus Tax**
J2732—Aqua J2733—Red. J2734—Yellow.
(H) G.E. "Patterns" Clock. Stunning new 2-in-1 Mosaic Clock you can use as wall or table clock! Future styling, multi-color mosaic inlays with beige predominant tone. Sweep second hand. E-Z read dial, black numerals. 7" x 8⅛".
J2745—Plus Tax.....$7.98

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- **Full-Size 44-Key Office Keyboard and Roller!**
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- **Touch Control! • 2-Color Office-Size Ribbon!**
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9JC8901—Portable Typewriter With Case . $54.95 Plus $2.75 Tax

New Remington "Monarch" Portable with Case

Gives you 12 extra features never before assembled in any portable under $100! Single key tab set and release. Touch regulator adjusts to your individual "feel" easily, accurately. Variable line spacer—for typing right on ruled paper line. Adjustable paper edge. Calibrated scale on paper bail—you center headings faster. Simplified margin settings. Erasure table on cylinder. Card and writing line scale. Removable top cover—easier, faster to change ribbons. Carriage lock. 2-color ribbon and stencil control. Light 15½ lbs. Gives sharp, crisp print-work with swift featherlight action! Buy on Easy Terms!
9JC8904—Portable Typewriter With Case.....$94.95 Plus $4.77 Tax

Remington "Fleetwing" Portable with Case

So convenient, versatile, complete it compares to modern office typewriters that are far more expensive! Includes: Automatic paper feed. Erasure shield roller. Line ruling feature—makes perfect vertical and horizontal lines while paper is in machine. End of paper indicator and paper support. Takes paper sideways—big envelopes, graphs, etc. Instant indent and column set. Plus many other worksavers. Super-strength frame. New-design protective Carry Case. Buy yours on W.A.'s Easy Terms!
9JF8907— Shpg. Wt. 22 Lbs. $129.95 Plus $6.59 Tax

Office-Type Folding Leaf Steel Typewriter Stand

You type more easily and faster with a typing table! Here's a budget-priced table with office table features and design. Solidly-built with heavy-gauge, reinforced steel. Snagproof legs. Rolled edges. 81½" positive-locking leaves. Easy-roll casters. Gray baked enamel. Top size: 14½" x 18". Overall size: 14½" x 35" x 27" high. Save at W.A.! Buy your typewriter and table on one Easy Pay Plan.
9JC8905 .....$7.95

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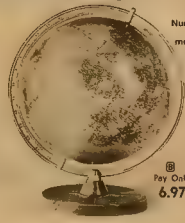
A Pay Only 18.87



B Pay Only 6.97

C Pay Only 9.97

A 12-IN. ILLUMINATED GLOBE
The whole world at your fingertips! Brilliant 10-color, 12-in. world globe with interior illumination. Time dial is capped over north pole. Brass finished numbered half-meridian and base. Revolving ball of light-weight and durable plastic. Operates on 110-120 volts, AC-DC (bulb is replaceable). UL-approved. Comes complete with 6-ft cord with snap-on switch, bulb. With 32-page booklet "Story of the Globe."
20-8744 W—7 lbs.....Only 18.87

B 12-IN. COLUMBUS GLOBE
A favorite reference globe for students! Popular 12-in size. Bright, washable 10-color map is carefully and accurately detailed. Shows about 6,000 places in their proper relationship. Large, easy-to-read names. Numbered full meridian makes it easy to locate any place on the globe. Revolving globe is mounted on metal base. Meridian and base are both finished in long-lasting Crotone, a rich, satiny "gold" surface. 32-page "Story of the Globe" booklet is included. Globe is 16 in. high overall.
20-0683 W—5 lbs.....Only 6.97

C 12-IN. GLOBE AND ATLAS
Complete reference of geographical information for home or office! Accurate 12-in. globe shows about 6,000 places in their true relationship. Brass-finished numbered half-meridian. Mounted on sturdy metal base with lustrous Crotone finish—an especially rich, satiny "gold" surface. Up-to-date 200-page atlas with detailed U. S. maps, full-color foreign maps plus many educational facts about the world. 1960 Census Supplement. 32-page booklet, "Story of the Globe" Globe is 15 in. high overall.
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FAMOUS Replogle GLOBES

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Feel and see the earth's mountains, hills, valleys—understand the contrasts that create climates, affect populations and boundaries. In 10 colors. All the reference features of smooth-surfaced globes. Up-to-date, washable and inkproof. 4,185 place names. Brushed brass-finished half-meridian mounted on sturdy walnut base of contemporary styling. With 32-page booklet, "Story of the Globe." 12-in. globe—stands 15 in. high overall.
20-1129 W—5 lbs.....Only 12.87

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Stereo relief globe lets you see and feel the earth's hills, mountains, valleys!

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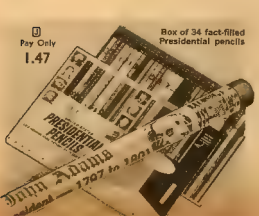
E "Donald Duck" Home Pencil Sharpener. Plastic "Donald Duck" receptacle in bright yellow with moving eyes. Blue metal stand. Sharpens standard pencils to a short stub point. 4¾ in. high.
20-8686 A—Wt. 1 lb....Only 1.33

F Deluxe School Bag. Protects books! Waterproof, dirt-resistant bag of leather-like ginger Texon or red Texon with plaid front. Zipper pocket. Large front pocket, top opening. Two side buckles. Name-plate window. Measures 14 x 4 x 8 in. Wt. 1 lb.
20-1103 A—Ginger 1.97
20-1111 A—Red plaid 1.97

H "Otto" Autograph Dog. Everyone loves his look of distinction! Easy-to-write-on heavy beige poplin—smooth stuffing for no-blur writing. Poplin jacket and tannin mortarboard hat. In two sizes. Wts. 2, 1½ lbs
20-1020 A—13 in. long..... 1.73
20-0931 A—22 in. long....Only 2.44

J Presidential Pencils. Box of 34 pencils—assorted colors, black #2 lead. Each pencil has the name, picture, birthdate, birthplace, and term of office of a U.S. President. Includes 28-page "Book of Presidents."
20-0766 A—Gift-boxed. ½ lb. 1.47



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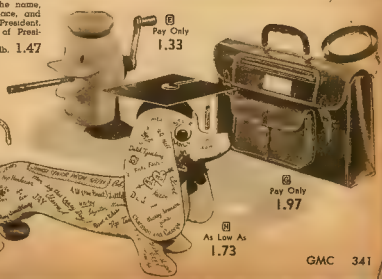
Box of 34 fact-filled Presidential pencils



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N As Low As 1.73

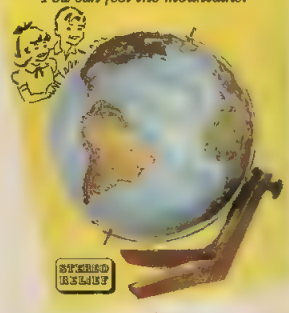
CHILDREN LEARN FASTER . . . UNDERSTAND MORE with this large, sturdy 12 in. globe. Shows every country clearly and thousands of important places that occur in their studies. Numbered meridian locates places quickly, time dial tells time around the world. Glossy, satin-gold Orotone finish on metal meridian and base. Ht. 16", wt. 6 lbs.

5P349X668 **Retail $10.95**

THRILL TO NATURE'S EXCITING CONTRASTS with this beautiful 12-in. globe in *raised relief*. Understand better how elevations create climates, affect populations, boundaries, transportation. Greatly detailed map in rich decorator colors shows each country clearly, illustrates the flow and direction of ocean currents. Base in solid walnut with gunstock finish has a handsome sculptured look. A twist of the knob swings any area into closer view. Ht. 15", wt. 6½ lbs.

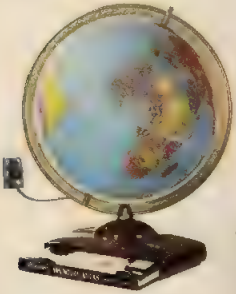
5P353X1217 **Retail $19.95**

You can feel the mountains!



TRACK THE PATHS OF SATELLITES as they orbit the earth with this NEW, greatly detailed 12-in. globe. Dramatic blue-black oceans simulate a view of the earth by starlight, enhance the brilliant land colors. Comes with two miniature satellites, removable orbit ring and informative 32-pg book "The Story of Earth Satellites." *Gyro-Matic* mounting plated in polished chrome swings any area into instant view. Deluxe 96-pg. book of globe uses and games included. Ht. 16½", wt. 6½ lbs.

5P351X1095 **Retail $17.95**



Same model with beautiful handcrafted 12-in. *illuminated* globe ball of lightweight, super strong hard plastic. Wt. 9 lbs.

5P354X1827 **Retail $29.95**

Replogle WORLD GLOBES

Delight your family or friends with the gift of a good globe . . . so timely, lasting, appreciated! Finely crafted by the world's leading globe maker, these accurate, up-to-date globes are exceptionally detailed and easy to read. Washable maps are in 10 clear, harmonious colors. Booklet of fascinating globe uses and games comes with each globe.

FOR YOUR COMPLETE REFERENCE, a big 12-in. globe combined with a 200-pg. World Atlas that fits conveniently in the specially designed globe base. Globe shows thousands of important places in true relationship, atlas has detailed U.S. and foreign country maps, gazetteer, much world information. Includes *new 1960 census supplement*. Brass finished, numbered meridian, walnut woodgrain base. Ht. 17", wt. 7½ lbs.

5P350X1034 **Retail $16.95**

AS VALUABLE FOR REFERENCE AS IT IS DECORATIVE, a NEW 12-in. illuminated globe with traditional mounting tastefully plated in satin brass. When lighted, each of its thousands of place names leaps into greater brilliance. Has numbered meridian for locating places quickly, handy snap-on switch on cord. Ht. 16½", wt. 6½ lbs.

5P353X1766 **Retail $28.95**

Handcrafted for utmost accuracy. Globe balls of durable, lightweight, hard plastic. Operate on AC or DC, 110 volts

SAVES SPACE . . . PULLS DOWN OR UP AT A TOUCH. A 12-in. illuminated pull-down globe elegantly styled in solid walnut and gleaming brass. It's so easy to see and study every area of the greatly detailed globe. Convenient and beautiful over a desk attached to book shelves or a room divider. Place names stand out with extra clarity when globe is illuminated. Wt. 8 lbs.

5P355X2437 **Retail $39.95**

FINEST GLOBE AND ATLAS SET has a large 12-in. illuminated *Starlight* globe with dramatic blue-black oceans, brilliantly legible place names and a wonderfully complete 400-pg. World Atlas in the specially designed, ebony finished wood base. *New 1960 census supplement included*. Chrome-plated numbered meridian, handy snap-on switch on cord. Ht. 16½", wt. 12 lbs.

5P356X3047 **Retail $49.95**

Standard equipment on every 1962 **REVEL CRAFT:**

300 years of Chesapeake Bay boat-building tradition!

30' REVELINER. Yacht-like elegance at reasonable price. Sleeps 6. Twin-screw power options to 450 HP. Plywood, lap strake, or solid Philippine mahogany planking . . . from $7745

27' REVELATION. Living comfort with storage space galore. Sleeps 4. Twin V-8 power optional. Plywood, lap strake or solid Philippine mahogany planking . . . from $5995

25' REVEL EMPRESS. Rules the waves. Sleeps 4. Optional V-8 power with Revel's new whisper-quiet Collector Muffler. Equipped galley, dinette, full-height toilet . . . from $4995

Agreed, you can't buy a boat on looks alone . . . so come aboard! Talk about velvety purr-formance . . . and that reassuring, tight-as-a-drum feeling when the going gets rough! . . . the difference is a 300-year-old boat-building tradition which means the finest afloat in *any* water. Best of all, this tradition is "standard" price with every Revel Craft, but a definite "extra" in dollar value. See your Revel dealer . . . *but soon!*

Also in Revel's 1962 fleet:

23' REVEL QUEEN. Compactly designed, yet sleeps 4. Galley, dinette, full-height toilet. Volvo inboard-outboard drive optional . . . Outboard models priced from $2995.

21' REVEL EXPRESS. Sheer cruising delight. Numerous luxury touches. Three power options for wide choice of power. Sleeps 2 . . . Outboard models priced from $2495.

21' REVEL WEEKENDER. Compact Hard-Top model. Use with outboard or any of 3 installed power options. Sleeps 2 in comfort . . . Outboard models priced from $1795.

21' REVEL FISHERMAN. Handles like the dream she is. Low in cost, yet still with traditional Revel craftsmanship. Priced lower than many 17'-18' runabouts. Sleeps 2 . . . Outboard models priced from $1395.

All prices F. O. B. Arnold, Maryland. The following optional equipment shown in photos not included in base prices: Lap sides, bow rail, hard top, pilot and companion seats, weather cloth. Prices and specifications subject to change without notice.

See the 1962 Revel Craft Boats at the New York Boat Show. Booths B-62 and B-63

BOX 20, DEPT MB, ARNOLD, MD

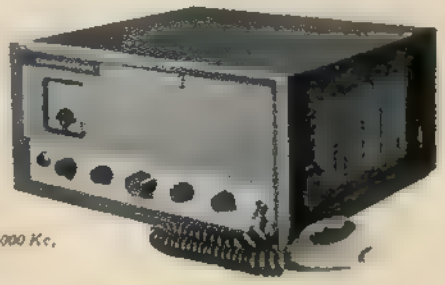
REVEL CRAFT MANUFACTURING COMPANY

The sea is demanding...of men...of boats...and of the things that are part of boats. Nowhere else is the skill of the dedicated craftsman more in demand or more widely practiced.

Apelco knows the sea.

For many years, its fine-crafted radiotelephones have been entrusted with safety of crew and vessel. And on a thousand voyages, ranging from exciting races to the far-off South Seas to leisurely family cruises up a winding river.
Apelco produces only one grade of equipment—highest quality. So it is that the same Apelco models selected by pleasure boat owners are also put aboard hard working commercial craft—and receive
the same high acclaim.

The sea is demanding...
and Apelco knows the sea.



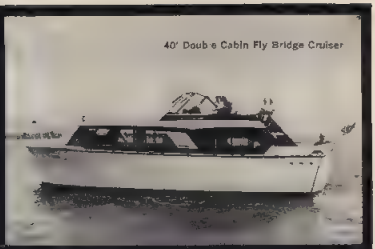
apelco

New.. AE 130M .
powerful 175 watt input
8-channel radiotelephone
Wide frequency range, 2000 to 000 Kc,
remote control provisions

APPLIED ELECTRONICS COMPANY 213 East Grand Avenue, South San Francisco, Calif

WORLDWIDE EXPORT BY AD. AURIEMA, 85 BROAD STREET, NEW YORK NEW YORK

40' Double Cabin Fly Bridge Cruiser
SURE-FIRE
Show Stoppers
Wait until you see the 1962 RICHARDSONS
with their planked Aluminum Hulls
WORLD'S FIRST PLANKED ALUMINUM HULLS
Richardson BOAT COMPANY
NORTH TONAWANDA, NEW YORK
RICHARDSON



SURE-FIRE
Show Stoppers

Wait until you see the 1962 RICHARDSONS
with their planked Aluminum Hulls

Prediction: The 1962 Richardsons will be the hits, the headliners of the 1962 shows. For superb exterior and interior styling, for spine-tingling responsiveness coupled with restful ride — they're a yachtsman's joy. And more than ever, their planked aluminum hulls by Avro will peel maintenance costs to the core. Go to the shows, and if you go for value you'll go RICHARDSON.

WORLD'S FIRST PLANKED ALUMINUM HULLS

RICHARDSON
Aluminum Hulls by AVRO

Richardson BOAT COMPANY
NORTH TONAWANDA, NEW YORK

YOUNG OUTDOORSMEN

12 DAISY M-1894 — the "Spittin' Image" air rifle—model of the famed 1894 Winchester. Lever-Matic BB carbine has 40-shot capacity, automatic feed repeater. 2-way lever cocking, side-loading port, safety hammer. 38-in. long. Mailable.
33 Y 3890E 5 lb...**11.90**

13 WESTERN CARBINE outfit by Daisy. 850-shot type rifle is 32-in. long. Lightning load. Checkered fore-piece, stock — adj. combination peep-open sight. Canteen, leather belt, 25 NRA targets, 5 packages of BB's, cleaning kit. Mail.
33 Y 3860E —6 lb. . .**9.89**

14 SCOPED RIFLE SET. Western-styled 30½-in. Daisy lever action repeater — abt. 450 shots. Woodgrain finish plastic stock, 2X scope. Abt. 200 BB's, targets. Mail.
33 Y 3859E—4 lb. . .**9.99**
2X Scope. Fits all Daisy rifles except 1894 model.
33 Y 3839—12 oz. . .**3.99**

15 AIR RIFLE SET. Swift, lever action Daisy repeater (holds about 350 shots). You also get 25 targets, bell-ringing target holder plus about 200 BB's. 32-in. rifle has open sights and shoots BB's with amazing accuracy. Mailable.
33 Y 3856E—5 lb. . .**5.99**

16 DAISY M-107. Slide action repeater rifle. 375 shot capacity. Gun cocks when you slide forearm back. 34¾-in. long. Ramp type front, notched rear sights. Package of BB's incl. Mail.
33 Y 3853E—4 lb. . .**7.65**
Extra BB's, About 1500.
33Y3799— 2 lb. 4 oz. **89c**

17 3-WAY AIR RIFLE. Hi-Score .177 caliber rifle fires pellets, BB's or darts (included). 2 target sights. 33-in. long overall Mailable
33 Y 3877M—5 lb. . .**9.95**
.177 Pellets. Box of 500.
33 Y 3798 -12 oz. . .**1.59**
Extra darts. 24 in all.
33 Y 3797— 3 oz.....**99c**

DAISY
12 Daisy M-1894 Spittin' Image 11.90
13 Daisy Western Carbine Outfit 9.89
Gift Shop Now on Credit
NOTHING TO PAY 'TIL JANUARY
See Page 276
14 Daisy Scope 'n Rifle Outfit 9.99
15 Daisy Air Rifle Set 5.99
16 Daisy M-107 7.65
17 Hi-Score .177 Cal. 3-way Air Rifle 9.95

18 DAISY BULL'S EYE BB set. Single action 12-shot repeater pistol with automatic feed Model of "Peace Maker". Beautiful top grain leather holster. Belt adjusts from 24 to 46½-in. waist 25 7A targets, 2 packs BB's, oil incl. Mail.
33 Y 3888E—5 lb. . . .**11.95**
Bull's Eye Pistol Only.
33 Y 3820E—4 lb. **7.50**
Holster Only.
33 Y 3832 -1 lb. 7 oz. **5.65**

19 DAISY CO_2 100 PISTOL. Powered by CO_2 cylinders. 5-shot semi-automatic supply. Holds 150 .177 caliber BB's. Selective load lever. Adjustable rear sight. Long 7-in. barrel for accuracy. 10¼-in. overall. Trigger safety. Cylinder and supply of BB's incl. Mailable
33 Y 3883E —4 lb. . . .**12.90**
6 extra CO_2 Cylinders.
33 Y 3884—1 lb. **1.39**

Wilson

FAMOUS NAMES FOR TOP QUALITY SPORTS EQUIPMENT!

[1] **WILSON BASKETBALL.** Official size and weight. Designed for service and durability. High-quality, scuff-resistant rubber cover. Pebble-grain surface and wide-channel seams give easy handling. Waterproof. Use outside or indoors.
79K328B [587] Wt. 3 lbs. 8 oz. . . . . Retail **$8.95**

[2] **DUBOW BASKETBALL AND GOAL.** Official size ball has 4-panel lock-spliced construction. Pebble-grain finish, wide-channel seams. Valve-inflated. Official goal with net can be installed in minutes. Hang it up anywhere
79K203B [449] Wt. 7 lbs. 8 oz. . . . . Retail **$7.25**

[3] **FIELDER'S GLOVE.** Plenty of protection at a real economy price. Double leather lacing on pocket gives sure grip on catches. Glove fits left hand — for right handed thrower.
79K1978B [457] Wt. 1 lb. 8 oz. . . . . Retail **$7.95**

[4] **WILSON "COMET" BASKETBALL.** Fine, rubber covered ball built for rugged play. Needle-type valve, molded rubber bladder. Absolutely waterproof. Lots of bounce. Regulation ball that can be used indoors or out.
79K325B [1157] Wt. 3 lbs. 8 oz. . . . . Retail **$16.50**

[5] **WILSON "GRIP-TITE" BASKETBALL.** The official ball for televised basketball games. Wears like iron. Thick cover. Grained surface for easy handling. Gravel, concrete or asphalt courts make no difference to this rugged ball.
79K326B [1437] Wt. 3 lbs. 8 oz. . . . . Retail **$21.25**

[6] **WILSON "NELSON FOX" FIELDER'S GLOVE.** Deluxe cowhide glove Big, greased "Grip-Tite" pocket. Contour felt padding, hand-formed heel. A top quality glove for the player who wants the finest equipment. For right handed thrower.
79K557B [1725] Wt. 1 lb. 9 oz. . . . . Retail **$27.00**

[7] **WILSON "JIM PIERSALL" PRO GLOVE.** Cowhide glove. Sturdy, long-wearing. Contoured padding. Has "Grip-Tite" pocket. Fits left hand — for right handed thrower.
79K561B [797] Wt. 1 lb. 4 oz. . . . . Retail **$12.50**

[8] **WILSON "EARLY WYNN" GLOVE.** Sturdy, long-wearing cowhide glove. Smoothly tanned to look sharp. Contoured padding. Fits left hand — for right handed thrower.
79K1979B [1280] Wt. 1 lb. 8 oz. . . . . Retail **$20.00**

[9] **SPALDING "ROGER MARIS" PRO GLOVE.** Adjustable, one-piece palm extends to form "trap" pocket. Deluxe quality throughout. Fits left hand — for right handed thrower.
79K1972B [1997] Wt. 2 lbs. . . . . Retail **$31.00**

Royal DIANA

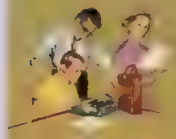
A medium priced portable complete with Magic Margin,® Keyset Tabulation, Full Standard Keyboard, Half Spacing, Lucite Paper Guide, and many more features. Smart Traveling Case and Instruction Book included. Shipping weight 20 lbs. Handsome two-tone gray color. Specify pica or elite type

No. 155-10J7995..... *(Wgt. 20 lbs.)* **$126.07**
Price includes FET

This is Merit Pica.
This is Merit Elite.

NEW LOW PRICE!

ROYAL ROYALITE



The beautiful compact two-tone gray Royalite is a masterpiece of modern engineering and design. Weighs only 8 lbs. and is just 3" high yet the new Royalite features a standard keyboard and this Royal is rugged. Shipping weight 15 lbs. Available in pica type.

This is Pica Director.

ROYALITE FEATURES:

• Left and right Touchset Margins • Ball-bearing Carriage • Margin Release • Shift Lock and Release • Back Spacer • Paper Support • Big wide cylinder holds standard size envelopes • Rugged all-metal Construction.

No. 155-11J4995 ..... *(Wgt. 15 lbs.)* Formerly Sold Nation wide for $79.95

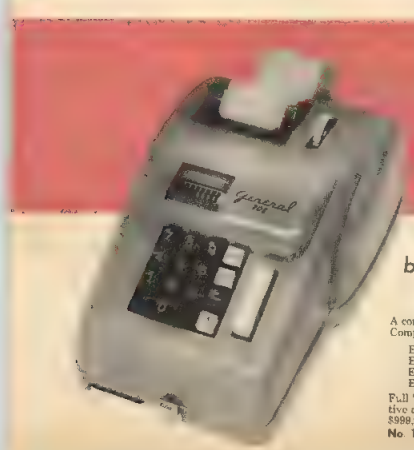
Smart portfolio type carrying case included in price.

ROYAL TAB-O-MATIC

Lowest-priced Royal portable with keyset tabulator

Only Royal offers a full-size portable in this price range with an automatic tabulator. Royal's Magic® Column Set Tabulator lets you set and clear columns automatically *from the keyboard.* Includes Full size standard keyboard . . 2 extra symbols, + = . . Right and left shift keys . . 1, 2 and 3-line spacing . . . Solid, quiet one-piece unitized construction . Travel case . . . 90-day warranty . Cadet blue, pica type

No 155-12J7280 .....*(Wgt. 20 lbs.)*..... ... **$115.76**



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by Smith-Corona

ELECTRIC ADDING MACHINE by General

A compact, full duty, quiet, easily portable electric adding machine. Completely Electric

Electric Addition	Electric Sub-total Key
Electric Subtraction	Positive Correction Key
Electric Multiplication	Transparent Tear-Off Bar
Electric Total Key	Extra long detachable Cord

Full "mar-proof" base to protect the finest of furniture. An attractive accessory to anyone's home or office. Lists $99,999.99. Totals $999,999.99.

No. 155-13J12180.....*(Wgt. 20 lbs.)*..... **$159.50**

all prices given include Federal taxes

A New Kind of Portable—Designed for the Present and the Future

ROYAL®

FUTURA 800

First and Only Portable With All The Practical And Convenient Features of The Standard Office Typewriter

Compare the Royal Futura feature by feature with other portables. You will discover it is the most complete professional portable. Enjoy such practical and convenient features as Magic Margin® * Magic Column Set® * Exclusive Touch Control® * Full Standard Keyboard with 44 Keys * Exclusive Twin-Pak® Ribbon Change * Automatic Ribbon Reverse * Line Meter * Automatic Line Finder * 1-2-3 Line Spacing * Push Button Top Plate * Two-color Ribbon and Stencil Cutter * Variable Line Spacing * Shift Lock with Right and Left Releases * Uniform Multiple Scales * Smart Custom Fitted Dust Cover * Instruction Book * Exclusive Cushion Packing for Damage-Free Shipment * and many more features. Shipping weight 22 lbs. Specify Merit Pica or Merit Elite Type. Choose from Gray or Blue

87K383R 10995* ..... Retail $142.28

This is Merit Pica. This is Merit Elite.

EXCLUSIVE ROYAL FEATURES

MAGIC MARGIN®—Royal's Exclusive Margin Set, set margins easily, instantly at touch of a button.

MAGIC COLUMN SET—push-button speed and flexibility in setting up columns and tabulating

TWIN-PAK—lightning fast, no-smudge ribbon change. No waste of time, no dirty fingers.

New luggage-type carrying case included in price.

Price includes Federal Excise Tax.

ROYAL® DIANA

A medium priced portable complete with Magic Margin,® Keyset Tabulation, Full Standard Keyboard, Half Spacing, Lucite Paper Guide, and many more features. Smart Traveling Case and Instruction Book included. Shipping weight 22 lbs. Handsome two-tone gray color. Specify pica or elite type.

87K597R 8487* ..... RETAIL $126.07

Price includes Federal Excise Tax

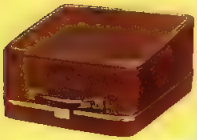
*Not mailable — shipped by freight, truck or express pay shipping on arrival.

A new kind of portable by ROYAL®

FUTURA 800

PERIWINKLE BLUE | COCOA | MIST GRAY

CHOOSE FROM THESE BEAUTIFUL NEW COLORS



NEW LUGGAGE TYPE CARRYING CASE

811N10995—FUTURA 800. Specify color and type.

RETAIL **$142.37**

Price includes Federal Excise Tax

821N125—TWIN PAK RIBBON. Available in Black or Black and Red. **Specify color.**
Retail $1.65

Smith-Corona

PRECISION-CRAFTED PORTABLE TYPEWRITER

Electric for Portable Perfection

789N12875—SMITH-CORONA ELECTRIC. Automatic Repeat Action! Extra pressure on the space bar or hyphen-underline key will cause automatic action until the key is released. Touch Selector. Choose the exact touch preferred. Impression Control Dial: Increases or decreases the force with which the type bar hits the paper. Key-Set Tabulator: Accurate way to type figures, dates, closings and indent paragraphs. Page Gage: Indicates the amount of paper at the bottom of the page. Carrying case included. Available in Beige, Blue, or Green. Pica Type.
Specify color.

Retail **$173.41**

Available in the popular school pica type.

This is PICA type.

For home, small offices, etc.

office-size keyboard

Same height as an office typewriter keyboard . . . same width . . . same depth. Keys are same size . . . same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable.

page gage

Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing.

quickset margins

Easiest system on any portable! Set in an instant without moving the carriage.

FINE

IMPORTED CHINA

LUSTROUS TRANSLUCENT CHINA

KYOTO FINE CHINA: Japan's fine china—the ultimate in beauty! The Royal Wheat, Rutland and Edgewood patterns are fragile in appearance, yet dependable in service. Made from finest clays

WENTWORTH CHINA: Genuine china in either the Silver Wheat or Desire patterns is a prized possession in every home. Offers a deep luster, translucency, and beauty found in no other dinnerware.

KYOTO AND WENTWORTH CHINA are fully vitrified, impervious to moisture, highly resistant to chipping and breaking. Expertly crafted in Japan. *Shipped by freight or express from nearest warehouse—Philadelphia or San Francisco—pay shipping charges on delivery. Allow 2 to 4 weeks for delivery.*

SILVER WHEAT: An invitation to gracious dining, supreme beauty. A graceful spray of wheat shaded in rich silvery gray tones and centered on a background of lustrous white china. The lovely coupe-shaped pieces are edged with a delicate ring of platinum that echoes the rich glow of your finest silverware

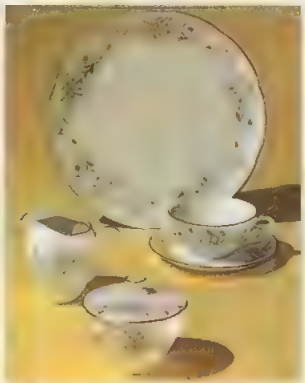
5514XF3997—57-Pc. Service for 8. Retail $59.95
5515XF6683—98-Pc. Service for 12. Retail $99.95

ROYAL WHEAT: Realistic sprays of wheat in shades of golden tans and interspersed with hues of gray-blue completes a perfect border pattern. The 22K gold edging on each piece makes this truly a stirring service at home with any accessories

	Sugg. Retail
5934XF2926—57-Pc Service for 8.	$47.50
5935XF5040—98-Pc Service for 12.	$79.95

EDGEWOOD. A formal 24 shape with a gray ribbon edging highlighted with rich platinum, forms a perfect background for the sprays of tiny tea roses. A creation particularly appealing to the more traditional and yet gay tastes. The china body is pure snow white

	Sugg. Retail
5930XF3193—57-Pc Service for 8.	$54.50
5931XF3264—98-pc. Service for 12	$89.95



RUTLAND. An intriguing new shape with grape fruit scalloped edges on all plate sizes, combined with modern coupe-shaped cups and serving pieces forms a service of universal appeal. The dainty soft blue floral sprays are accented with touches of grays and tans, with each piece embellished with platinum

	Sugg. Retail
5938XF2926—57-pc. Service for 8.	$42.50
5939XF4838—98-pc Service for 12.	$69.95

DESIRE. The delicate long stemmed roses in soft mauve with gray leaves, practically exude their delightful fragrance. This graceful motif on pure white coupe-shaped china, and edged in 22K gold, creates a table of true luxuriating beauty

	Sugg. Retail
5828XF2926—57-Pc. Service for 8.	$47.50
5829XF5040—98-Pc. Service for 12.	$79.95

SET COMPOSITION

57-PC. SERVICE FOR 8. 8 each dinner plates, bread/butter plates, soups, fruits, cups, saucers; 1 each, creamer, covered sugar, platter, baker. PLUS 4 extra cups. 40 lbs.

EACH SERVICE FOR 8 CONTAINS 4 EXTRA CUPS. ALLOW AMPLE TIME FOR HOLIDAY SHIPMENTS. Routed via freight or express from nearer city, Philadelphia or San Francisco. Allow 2 to 4 weeks for delivery—pay shipping charges upon receipt of goods.

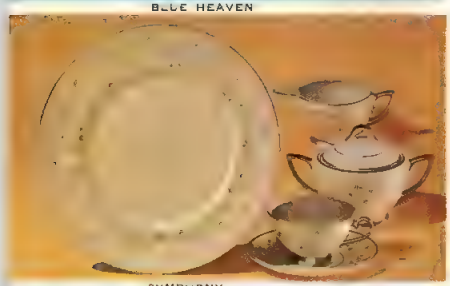
98-PC. SERVICE FOR 12. 12 each dinner plates, salad plates, bread butter plates, soups, fruits, cups, saucers; 1 each creamer, covered sugar, large and small platters, sauce boat, two vegetable servers PLUS 6 extra cups. Wt. 75 lbs

EACH SERVICE FOR 12 CONTAINS 6 EXTRA CUPS. ALLOW AMPLE TIME FOR HOLIDAY SHIPMENTS. Routed via freight or express from nearer city, Philadelphia or San Francisco. Allow 2 to 4 weeks for delivery—pay shipping charges upon receipt of goods.

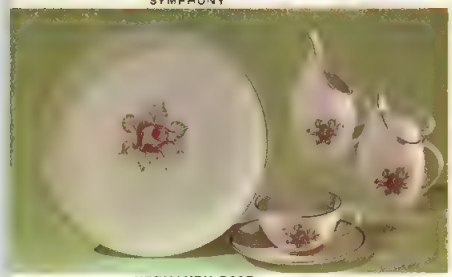
ROYAL JACKSON

Rich . . . Clear American Made China

BLUE HEAVEN



SYMPHONY



NORMANDY ROSE

BLUE HEAVEN—New Royal Jackson swirl shape, vitrified china with lovely delicate Blue Floral pattern 'round the rim of every Snowy White plate—shining Platinum Rim.

	Mfr's. Sugg. Retail
5941XF7733—**Blue Heaven.** 53-pc set.	$116.00
5942XF13300—**Blue Heaven.** 93-pc set.	$199.50

SYMPHONY Delicate Gray and White enameled Floral design on the rim Design bordered by shining Platinum The finest in American China Fully vitrified, low in price.

5943XF10333—**Symphony.** 53-pc set.	$155.00
5944XF18000—**Symphony.** 93-pc set.	$270.00

NORMANDY ROSE—Exquisitely simple Rose Pattern on the ever popular modern coupe shape. Shape of cups and holloware are in accord with modern elegance. All edges in shining Platinum

	Mfr's. Sugg. Retail
5945XF7733—**Normandy Rose.** 53-pc. set.	$116.00
5946XF13300—**Normandy Rose.** 93-pc set.	$199.50

SET COMPOSITION

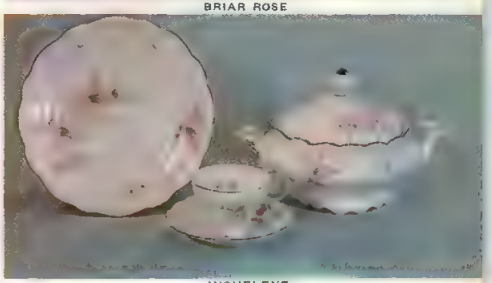
FOR BLUE HEAVEN, SYMPHONY and NORMANDY ROSE. 53-PC. SERVICE FOR 8. 8 each: dinners, bread and butters, soup plates, fruit/desserts, cups and saucers; **1 each:** medium platter, open baker, creamer, and covered sugar. Ship. wt Approx. 45 lbs **F.O.B. New York. 93-PC SERVICE FOR 12, 12 each:** dinners, salads, soups, bread and butters, fruit/desserts, cups and saucers; **1 each:** large platter, small platter, open baker, covered casserole, gravy boat, covered sugar and creamer Ship. wt. Approx. 80 lbs **F.O.B. New York.**

FAMOUS BAVARIAN CHINA

Beautiful Imported Translucent Dinnerware

SOUTHWIND

BRIAR ROSE



MICHELENE

SOUTHWIND Elegantly simple Platinum Borders on coupe shape enhanced by whispy Gray sprays on Pure White. Beautifully delicate, yet so durable you can use it every day Sheer translucence.

	Mfr's. Sugg. Retail
5947XF8663—**Southwind.** 93-pc. set.	$129.95

BRIAR ROSE—Master quality china delicately translucent, yet durable Crazeproof, chip and crack resistant Rich Green and Reds on White Body Twenty-four carat Gold borders enhance the superb baroque lines.

	Mfr's. Sugg. Retail
5948XF8663—**Briar Rose.** 93-pc. set	$129.95

MICHELENE—Delicate large Rose and Leaf pattern with heavy twenty-four carat Gold Border casing the rims on White Body Baroque shape Translucent chip and crack resistant. Crazeproof, fired at 2800° to endure as an heirloom.

	Mfr's. Sugg. Retail
5949XF7997—**Michelene** 93-pc set.	$119.95

SET COMPOSITION

SOUTHWIND AND BRIAR ROSE PATTERNS: 93-PC. SERVICE FOR 12. 12 each: dinners desserts, bread and butters, cups, saucers, soups fruits, **1 each:** bowl (veg baker), covered sugar, creamer, covered coffee pot, sauce. **2 each:** platters

MICHELENE PATTERN: Composition same as above except includes a covered tureen instead of coffee pot.
Ship. wt. for Above Patterns Approx. 87 lbs.—F.O.B. New York.

Open Stock Pieces Available on Above China—$5.00 Minimum Order

RUSHTON now offers as *exclusive* Toy creations, 4 new characters from "Captain Kangaroo's" very popular children's show that is a regular weekday feature on the CBS television network. "The Adventures of Lariat Sam" is a new animated cartoon attraction covering the exploits of 4 unforgettable Characters The realistic fashion in which RUSHTON has developed the personalities of these fictional characters makes these toys *most unusual* creations. Each number is artistically fashioned of the finest quality rayon plush and felt materials. Each individually designed to captivate the millions of children who idolize these TV headliners. Send today for details.

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SEND for CATALOGUE SHOWING FULL LINE

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- CHICAGO
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The RUSHTON COMPANY
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ATLANTA 25, GEORGIA

SCM SMITH-CORONA

Sage Gray

Seafoam Green

Alpine Blue

Starmist Blue

GALAXIE

The aristocrat of portable typewriters. The deluxe portable built to last a lifetime. 88 character keyboard, keyset tabulation, Personalized Touch Selector . . . luggage-style "Trimline" Carrying Case included at no extra charge. Specify Pica or Elite type, list 1st and 2nd color to avoid delay. Shipping weight—22 lbs.

Spring Green

Driftwood Grey

154-13J10780	Grey	$149.27
154-14J10780	Blue	$149.27
154-15J10780	Green	$149.27

SKYRITER

Precision in miniature. 9 lbs., perfect for student and traveler. All the compact typing conveniencies, office-size keyboard, Quick-set Margins, Full-Size Carriage Return Lever, Error Control, Touch Selector, leather-tone vinyl carrying case. Specify Pica or Elite type. Available in Charcoal gray. Shipping weight—12 lbs.

154-16J5880 . . . . . .Grey $78.49

Important — See page 3 for information regarding retail prices

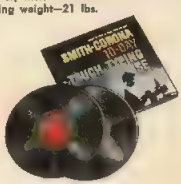
STERLING

Today's Finest Typewriter Value

Print-perfect typing qualities. All the easy typing features of High Priced machines. Office-size keyboard, Page Gage, Quick-set Margins, pre-set tabulator. Specify Pica or Elite type and choice of color, include alternate color selection. Luggage style, all steel carrying case. Shipping weight—21 lbs.

PLUS . . .

Certificate worth $20.00 toward the purchase of the famous Smith-Corona 10 Day Touch Typing Course. A complete audio-visual typing text, guaranteed to teach proper touch typing techniques in just 10 days. Valid September 1, 1961.



154-10J7590	Gray	$104.50
154-11J7590	Blue	$104.50
154-12J7590	Green	$104.50

THE ONLY PORTABLE WITH ALL THREE

COMMENDED BY THE CONSUMER SCIENCE BUREAU OF PARENTS' MAGAZINE AS EXCELLENT AND TESTED

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

Limited to replacement of defective parts at the authorized dealer from whom purchased or any Smith-Corona branch with only a small charge for labor. Rubber parts and motors excluded.

This year
Skipper a
Sailstar
...for the sheer fun of it!

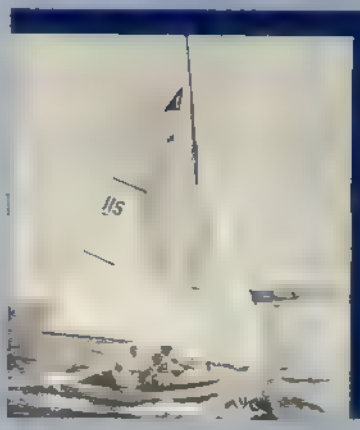
Choose Your Next Boat from the Sailstar Fleet

"What beautiful boats!" You can't help saying it when you see them under sail. Designed to take every advantage of the latest techniques in fiberglass construction, Sailstar boats are fast, stable, and rugged, built for years of sailing fun. All have aluminum spars, Dacron sails and running rigging, quality fittings throughout—with the extra safety of Styrofoam flotation. See if one of these Sailstars may be your next boat:

The ORION. This 17' sloop is really a small yacht, with room in the cabin for a 2-burner stove and 2 bunks. Self-bailing cockpit. Sloop rig has 3 speed folding batten provides standing headroom at anchor. A remarkably stable family boat with exciting sailing ability. Sail area, 203 sq. ft. Wt., 1100 lbs. With sails about $2990.

The PIONEER. Deluxe heavy weather version of the Explorer, with choice of steel centerboard or plate keel. Exceptionally steady, safe sea boat, ideal for extended cruising and rough going, especially well suited for crew. Keel model draws 3', Sail area, 160 sq. ft. Approx. $2095 with steel board, $2115 with steel/cast iron keel. Self-bailing*

The EXPLORER. A smashing success since the day she was launched, this 17' one design racer-family sailer is roomy, stable and fast. Big self bailing* cockpit holds 8, can overnight 4 with canvas cabin. Built-in motor well. Active class racing association. Sail area, 155 sq. ft. Wt., 950 lbs. With sails, about $1965.



For complete details, see your dealer . . . or write today for illustrated folders.

* Optional

The TALLSTAR: 14' day sailer/racer. A rugged, comfortable boat for family outings, training, even frostbiting. A lively performer with planing ability, spacious cockpit and cuddy. 100% self-bailing*. "Kickerpit" motor well for outboarding. Sail area, 122 sq. ft. Wt., 450 lbs. With sails, about $1475.

The LITTLE BEAR: 11½' "compact", designed for day sailing, racing, frostbiting, training. Sloop rig can be converted to catboat. Roomy cockpit with removable seats. A safe, dependable boat for young skippers, yet fast and capable of planing. Sail area, 86 sq. ft. Wt., 200 lbs. With sails, about $875.

Sailstar BOATS

770 MAIN STREET
W. WARWICK, R. I.

BIRDAIR MARINA STRUCTURES

■ Birdair Structures, Inc. have a new low-cost portable structure designed for marinas where indoor storage space is required. It is quickly and easily erected. The unit serves as a boat storage or work and maintenance area, a display room for boats of all sizes all year round, or as a storage area for allied marine products. The structure requires no permanent foundation. Birdair offers several optional door openings for personnel and equipment.

Standard material is a high-strength vinyl-coated nylon fabric weighing 18 oz per square yard. Its translucent white provides interior light during daylight hours. It can be erected when and where needed. The unit comes equipped with all anchorage hardware. It is air supported and needs no structural members on the inside. Inflation air and pressure are furnished by two parallel installed centrifugal blowers, each powered by 1-hp motor, enclosed in weather cabinets.

For data write Birdair Structures, Inc., 1800 Broadway, Buffalo 12, N.Y.

ARMITE LABS

■ Rust Buster is a penetrant in a plastic squeeze bottle with spout to place the rust-freeing liquid right on the desired spot. Said to be safe for skin, clothes, metal, etc., it contains no acid, alkali or other harmful ingredients. Armite, the manufacturer, says it quickly loosens rusted bolts, screws, shafts, piping and all types of frozen connections and assemblies.

Armite Anti-Seize No. 609, is another new compound of suspended metallic oad, used as a thread lubricant and sealer, hose connection and gasket sealant, for press fits, and as a cable lubricant. Impervious to gases, oils, fuels, air, water or steam, it is unaffected by high or low temperatures. It assures thread sealing under pressure or vibration on fittings of aluminum, steel, stainless, plastic and other materials. Armite Laboratories, 6609 Broad St., Los Angeles 1, Calif.

AMPCO MARINE TOOLS

■ Ampco marine tools are offered in ten varieties of kits and tool combinations. The forged, solid bronze construction of these tools assures freedom from rust and corrosion in presence of dampness, salt and bilge water, and most acids.

Because Ampco tools are also spark-resistant, they may be used safely, says the manufacturer, near explosive gases, liquids and vapors. This feature is particularly valuable when refueling or adjusting inboard or outboard motors, or when tools must be used inside hulls where gas fumes may be present.

The tools are packaged in moisture-proof kits with clear plastic fronts and metal-less zippers and in rust- and corrosion-resistant metal boxes.

Ampco Metal, Inc., Box 2004, Milwaukee 1, Wis.

DISTRIBUTORSHIPS *Now Open!*

for **MID-JET**

... the NEWEST in MULTI-PURPOSE OUTBOARD MOTORS DESIGNED TO SELL at a LOW, LOW PRICE!

Schnacke's MID-JET — Perfect for Smaller Boats, Trolling, as a Spare Safety Engine for Larger Craft

Powerful! Compact! Light! Weighs Only 24 lbs.!

Mid-Jet is the newest in outboard design, versatility, safety AND economy! Weighing only 24 lbs. it has plenty of features that make it a veritable work horse including 2.2 hp. at 3800 rpm; approved full throttle operating range, 3600 to 4000 rpm; thrust 40 lbs. and more; and direct drive. There are no gears to give trouble and no water pump although water is utilized to cool the unit via jet action. Operates easily in shallow water, propeller is enclosed for safety around swimmers.

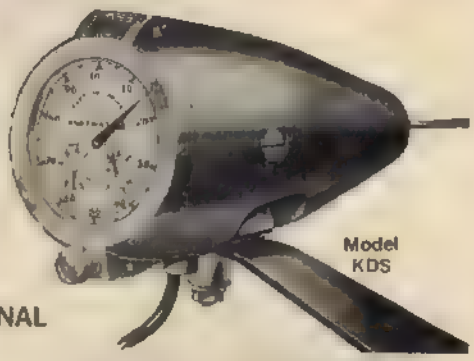
More Thrust per Horsepower!

Suggested Retail Price **$89.50**

Address Inquiries to

SCHNACKE Mfg. Corp., Dept. 11, Evansville 7, Ind.

NEW FROM MERRIMAN WALKER LOGS



PRECISION, NAVIGATIONAL INSTRUMENTS

Measures the distance run under all conditions and also gives correct and sensitive speed indication. Accurate within 1/10 of a mile. Modern appearance, compact design — all parts non-corrosive and watertight. Speed indicator magnetically shielded to eliminate any effect on compass.

Also Available
Excelsior IV Log

Standard Unit for Ocean Cruising or Racing Boats. Sturdy, simple to use, trouble free — proven in countless ocean passages.

Model KDS — Outrigger Model
- Distance — 0 to 100 miles in 1/10's
- Speed — 0 to 12 knot range
- Wired for 12 volt system
- Illuminated dial.

Model KDO
- Same as above without speed indicator

WRITE FOR COMPLETE LOG AND SPEEDOMETER CATALOG

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PROPELLER
SHAFT SEALS

Prevent leakage around propeller shafts, pumps, compressors, and engines. They are compact, self-contained units. Easy to install on new or existing craft. Self-adjusting—not affected by limited vibration chatter or misalignment. No motor drag—allows friction free running of shaft. Will not score or gall shaft. Available in a number of mediums and a size range for every sealing application from ¾" to 3 15/16" shaft dimension.

Write today for Data and Specifications.

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ALUMINUM MASTS

NEW!

- COMPLETE SIZE RANGE
- ANODIZING TO 25 FEET
- STAINLESS STEEL TANGS
- STAINLESS STEEL GOOSENECKS
- COMPLETE WIRE SWAGING FACILITIES
- NO MAST IS TOO SMALL OR TOO BIG

4"

BOOM-DESIGNED SPECIFICALLY FOR ROLLER REEFING—WITH GOOSENECK AND CRANK OPERATED OUTHAUL—LIGHT STRONG

ALSPAR INC. 76 NORTH MAIN STREET
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Quality is Economy—sailboats for a LIFETIME in mahogany and teak by G. J. Dekker of Holland.

31' Transcendent Sloop	$10,975
32' Transcendent Yawl	12,610
33' Carolina Sloop	18,500
34' Verona Ketch	26,500

You save by buying from us, builders representatives, as there are no dealers

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You owe it to yourself to see a Transcendent or [illegible] LIFETIME boat before you buy

MOTOR BOATING'S

PRIZE CONTEST

Each month MOTOR BOATING awards a first prize for the best answer (in the judgment of its editors (whose decisions shall be final) to a question on practical boating problems. One or more second-prize winners may also be selected from the entries. In this department readers can exchange helpful ideas drawn from their experience.

QUESTION FOR MARCH CONTEST

How do you cope with the problem of salt water spray on your windshield? Illustrate if possible.

Prizes: **For the winner, a choice of a complete set of MOTOR BOATING's Ideal Series (as of January 1, 1962) or $50 plus a five-year subscription to MOTOR BOATING. Runners-up can choose any eight books from the Ideal Series or $25.**

Questions. Readers are invited to submit suggestions for a question to be answered in the appropriate issue.

Answers submitted must relate to

Motor Prize Contest Editor
MOTOR BOATING
572 Madison Avenue, New York 22, N. Y.

MARCH contest answers must be received no later than **JANUARY 15**

Must be approximately 500 words in length, should be typed on white paper, double spaced. Must be accompanied by [illegible] Note: Do not write letters on separate sheets. All entries become the property of MOTOR BOATING.

MERTZ HEADS 210 CLASS

Officers were elected, regatta dates scheduled and new fleets chartered at the annual meeting of the International 210 Sailing Class Association at the American Y.C. in Rye, N.Y.

James M. Mertz, Rye, skipper of Allegra, was elected president. Vice presidents will be Robert W. Danforth, Boston Bay, Mass., and C. McGregory Wells III, Marblehead. Robert James, Cohasset, was named secretary-treasurer.

Highlighting up-coming regattas will be the national championship, Aug. 21-23 at Marblehead. Three new fleets were chartered: Scituate (Mass.), Penobscot Bay (Maine), and Milwaukee (Wis.).

GIVE YOUR BOAT ADDED FLOTATION

A rigid polyurethane foam that adheres to most surfaces free of grease, oil and dirt, is made by Delmonte Plastics, 4600 Sperry St., Los Angeles, Calif. Boatmen would do well to provide their craft with an added measure of safety by increasing flotation. Safe-T-Foam can be applied in many otherwise unusable areas of the boat. The foam is unaffected by rot or weather.

Adjusta Plane, used by Inland Seas Boat Co., Inc., 2035 First St., Sandusky, Ohio, controls boat's trim angle from the helm, using adjustable plates

(A) VANITY FAIR MONACO 4-SPEED PORTABLE PHONOGRAPH WITH AMPLIFIER. Plays all speeds and all size records. High-gain amplifier (one tube plus rectifier) Full range volume control. Permanent sapphire needle in moisture-proof cartridge. Washable case. AC motor. 6½ lbs.
2R39X1665 12½x10½x5¼" high..... **Retail $24.95**

(B) VANITY FAIR RIVIERA 4-SPEED PORTABLE PHONOGRAPH. Plays all 4 speeds, all size records. Dual tone acoustic chamber for clear sound reproduction. Vani-tone volume control Needle storage space. Sturdy cabinet covered in washable plastic. AC motor. UL app. 6 lbs.
2R37X1145 12½x10½x5¼" high..... **Retail $16.95**

(C) VANITY FAIR NASSAU DELUXE 4-SPEED PORTABLE PHONOGRAPH WITH AMPLIFIER. Balanced two-speaker system, high gain electronic amplifier, volume and tone controls. 2 permanent sapphire needles in flip-over cartridge Modern washable cabinet. Heavy-duty AC motor. UL app. 11 lbs.
2R41X2130 12½x10⅝x8" high ..... **Retail $31.95**

(D) VANITY FAIR MUSIC MAKER 2-SPEED PORTABLE PHONOGRAPH WITH AUTOMATIC REPEATER. Plays, and automatically replays, all 6" and 7", 78 and 45 rpm records. Mechanical amplifier with volume control. No tubes, crystals, or other expensive parts to break. Washable case AC motor. 6 lbs.
2R38X997 12½x10½x5¼" high ..... **Retail $14.95**

VANITY FAIR TINY TOT PORTABLE PHONOGRAPH. Excellent for little tots—plays all 78 rpm records. Vani-tone control. Sturdy cabinet covered with washable plastic. AC motor. 12½x10½x5¼"
2R42X697 6½ lbs. **Retail $10.95**

(E) TREASURE CHEST OF 20 FAMOUS 78 RPM CHILDREN'S RECORDS IN STURDY CASE. For children of all ages . . . Walt Disney favorites . . . etc. Carrying case stores 100 records. 7½x7¼x7¼"
2R49X335 13¼ lbs. **Retail $3.00**

(F) MATTEL "BARBIE SINGS" RECORD ALBUM. Barbie fans will love these 6 original teen age tunes sung by Barbie and Ken. Three 45 rpm records. 8-oz.
8J10X197 . . . . **Retail $3.00**

(G) WOOD RACK WITH 12 UNBREAKABLE CHILDREN'S RECORDS.
Christmas Carols and Songs:
2R43X265 78 rpm . **Retail $3.98**
2R44X265 45 rpm . . **Retail $3.98**
Musical Stories and Songs:
2R45X265 78 rpm . . **Retail $3.98**
2R46X265 45 rpm . . **Retail $3.98**
Mother Goose Favorites:
2R47X265 78 rpm **Retail $3.98**
2R48X265 45 rpm **Retail $3.98**

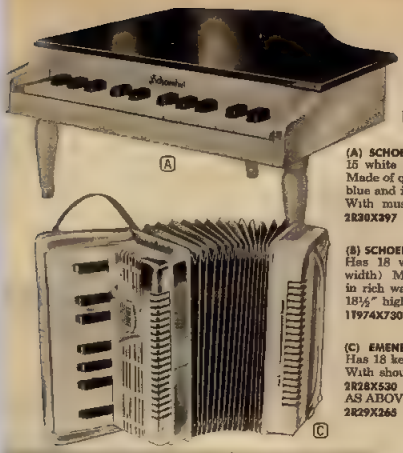
(H) TEN 78 RPM GOLDEN RECORDS WITH RECORD RACK. Also 100 needles. Children's songs
2R50X197 . . . . . **Retail $3.00**

(J) LANGUAGE COURSES FOR CHILDREN. Set has two 10" LP 33 rpm records and 32-page manual
8J7X335 French . . . **Retail $5.00**
8J8X335 German . . **Retail $5.00**
8J9X335 Spanish . . **Retail $5.00**

(K) CHILDREN'S FAVORITE SONGS ON 33 RPM LONG PLAY RECORD.
The Best of Mother Goose:
8J1X135 . . . . . **Retail $1.98**
The Popeye Song Folio:
8J2X135..... **Retail $1.98**
Felix the Cat (TV sound tracks):
8J3X135 . . . . . **Retail $1.98**
Gisele MacKenzie lullabies:
8J4X135 . . . . . **Retail $1.98**
William Bendix—Pirate Stories.
8J5X135..... **Retail $1.98**
Themes from Kuzdy TV Shows:
8J6X135..... **Retail $1.98**

Schoenhut

CHILD-SIZE PIANOS FOR YOUNG MUSICIANS



(A) SCHOENHUT BABY GRAND PIANO. Has 15 white and 10 black keys (¾" width). Made of quality plywood finished in pretty blue and ivory lacquer. 13⅜x13½x26" high. With music book.
2R30X397 4½ lbs. ..... **Retail $5.98**

(B) SCHOENHUT GRAND PIANO WITH BENCH. Has 18 white and 12 black keys. (⅞" width) Made of quality plywood finished in rich walnut lacquer. Piano is 16" wide, 18½" high. Bench is 8" high. Music book.
1T974X730 7¼ lbs. ..... **Retail $10.98**

(C) EMENEE GOLDEN PIANO ACCORDION. Has 18 keys and 52 tuned reeds. 12" high. With shoulder strap and music book.
2R28X530 3½ lbs. ..... **Retail $8.00**
AS ABOVE, except 13 keys, 26 tuned reeds.
2R29X265 2 lbs. ..... **Retail $4.00**

(D) CHILD'S COMPLETE JAZZ SET. 20" bass drum with full color heads plus 8" and 6½" side drums, foot pedal, foot spring cymbals, tone block, gong bell, drum sticks and instructions.
1T973X335 7 lbs. ..... **Retail $5.00**

(E) EMENEE GOLDEN TRUMPET. Finely made of beautifully engraved, break-resistant plastic in bright gold finish. Has real tuned reeds With 2 mouthpieces, mute, carrying case and book. 13" long.
2R32X265 1½ lbs. **Retail $4.00**

(F) EMENEE "SOUTH-OF-THE-BORDER" BONGOS. Solid, sturdy construction, richly finished. Give true professional Bongo sound. Gay, colorful decorations. Includes booklet of bongo rhythms.
2R33X397 2½ lbs. **Retail $6.00**

(G) EMENEE PERMATUNE CHORD GUITAR. Anyone can play it—instantly—without a single lesson. Has 6 built-in chords that never need tuning. Also 6 regular strings. Full size body. With pick, book.
2R31X665 5 lbs. **Retail $10.00**

(H) MAGIC MIRROR WITH 5 MOVIE RECORDS. These records and the Magic Mirror fit on any standard 78 rpm phonograph. Children can watch movie reflected in mirror as the record plays.
2R36X335 1½ lbs. ..... **Retail $5.00**

(J) IMPERIAL LARK CAMERA OUTFIT. Complete outfit packed in gift box. Contains Lark 127 flash camera, 4 flash bulbs, 2 flash batteries, and a handsome, sturdy carryall camera bag. 1¼ lbs.
2R35X565 **Retail $6.50**

(K) OLD DUTCH ELECTRIC MELODY MILL. Has 8-key, piano-type key board that rings the 8 precision tuned bells in mill. 20" windmill blades go round. Operates on 2 flashlight batteries. (Not incl.).
2R34X865 5½ lbs. **Retail $12.95**

for fun and learning . . ages 3 to 8

Super Fun Maker

Give your youngsters most everything they'd wish for to play happily hours on end. And they can learn as they play. Activities help teach them to think, to recognize colors and shapes and also how to use their fingers. Set includes:

20 Activity books, 8¼x5½ in. Coloring, etc.
1 Wet-a-brush book, large 11x8 in.
1 Trace-and color book, 1 connect-dots book
3 Coloring and activity books, 5¼x5¾ in.
4 Wipe-off cards to color and erase, 1 eraser
1 Paint by-number board, 9x12 in.
1 Die-cut picture puzzle, 10x12 in.
1 Super slate treasure board, 8¼x13¼ in.
1 Plastic paint tray with 8 colors
1 Paint palette with 12 colors, 1 brush
5 Sewing cards, 5 lacing yarns, 1 scissors
4 Stencil cards, 5¼x5 in., 1 pencil
2 Punch-out circus boards, 8x11 in.
1 Box of 8 crayons, 1 memory game

3 N 664 Shipping wt. 3 lbs. 4 oz. . . . . Set $2.97

Fun-filled Dream House

Girls will love this wonderful doll house bursting with things to do. There are dolls to dress and lots of things to keep little hands and minds busy. Set includes:

10 Activity books, 8¼x5½ in. Coloring, etc.
1 Board doll over 9 in. tall, lovely dresses
6 Wedding party statuette board dolls
6 Costume sheets of complete wardrobe
1 Shirley Temple standing board doll, 18 in.
1 Group of colorful costumes for Shirley
1 Storyland board doll book with costumes
5 Toymaker sewing cards, 5 lacing yarns
1 Large trace-and-color book, 11x8 in.
1 Connect-the-dots book, large 11x8 in.
1 Wet-a-brush book, 1 Magic Wash game
4 Paint-by-number pictures, 1 jig-saw puzzle
1 Paint palette with 12 colors, 1 brush
1 Box 8 crayons, 1 pair 3-in. scissors
1 Book of 42 things to cut out and color

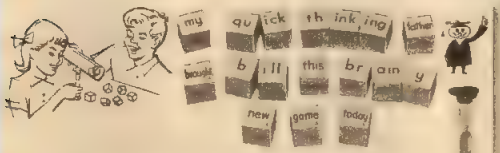
3 N 666—Shipping weight 4 pounds. . . Set $3.84

Playtime Chest of Fun

Watch your favorite little boy's eyes sparkle with joy as he unpacks this chest. He'll thrill to the space-age punchouts and pictures to color while he dreams of being an astronaut. It's hard to find a present for boys that's so much fun for so little money. Set incl.:

20 Activity books, 8¼x5½ in. Coloring, etc.
1 Flash Gordon coloring book, 96 pages
1 Magic color board, 9x12 in.
1 Paint-by-number board, 9x12 in.
1 Paint palette with 12 colors
1 Plastic paint tray with 8 colors
1 Paint brush, 1 large pencil
1 Space punchout book, 8¼x12¼ in.
1 Dondi super slate with stylus, 8½x13¼ in.
1 Lockheed Jet Missile puzzle, 10¾x14 in.
3 Super game boards for playing over 60 games
3 Magic tricks, 8x11 in., 1 box of 16 crayons
1 Pair of 3-in. metal safety scissors

3 N 665—Shipping weight 4 pounds. . . . Set $3.84



Does your child want to learn, but prefer to play? He can do both with these Plastic Educational Cubes

Complete Set of Rolling Reader and Rolling Phonics. Approved by many educators, used in many schools. Child rolls 17 cubes like dice - each with words or parts of words plus number values imprinted on all sides. He must make as many sentences as he can in 2 minutes (timer incl.). High score wins. Thousands of word combinations can be rolled. Can give child a "feel" for smoother reading. Score pad incl.

3 N 662—Shipping weight 2 pounds. . . . . Set $4.67

Rolling Reader. Make sentences. 7 cubes, timer. Wt. 14 oz.

3 N 1006 $2.77

Rolling Phonics. Make words. 10 cubes

3N1007—Wt. 1 lb. $2.77

Shirley Temple presents her favorite stories for youngsters

Shirley Temple Treasury. Ages 8–12. Illustrated stories from her movies. 200 pages. 8¼x11¼ in. Hard covers.

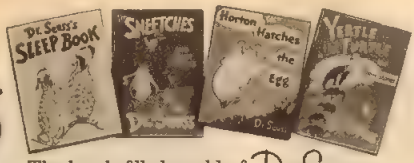
3 N 1531—Shipping wt. 3 lbs. . . . $3.37

Shirley Temple's Storybook. Ages 4–10. 15 all-time favorite fairy tales. 216 pages. 8x11 inches. Hard covers.

3 N 1528 Shipping wt. 3 lbs. . $3.37

Shirley Temple's Bedtime Book. Ages 4–9. Famous fairy tales, nursery stories. 96 pages. 9¾x12¾ inches. Hard covers.

3 N 720—Shipping wt. 1 lb. 6 oz. . $2.66



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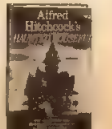

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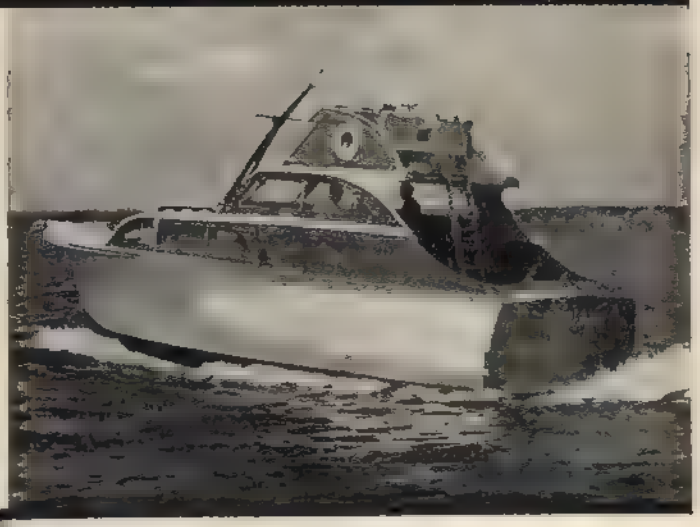

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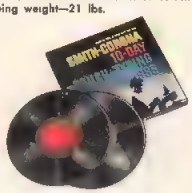

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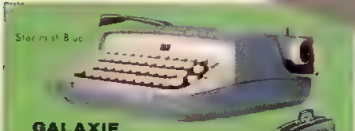

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4GX4200—.22 Caliber **$74.00M**
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4GX4226—4" Barrel. Std. Stock **$85.00M**
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(D) S & W MILITARY-POLICE SPECIAL, SQUARE BUTT. Fixed 1/10" service-type front and square notch rear sights. All revolvers equipped with PC stocks and given a blued or nickel finish. One of the most widely used pistols in existence since its adoption by hundreds of law enforcement agencies over the U.S. Pistol stock is squared off and slightly curved at the bottom to prevent snagging on clothing. Smith & Wesson checkered grips. Use 4GX4515,16 holsters.

4GX4231—2" Brl. Blued. **$65.00M**
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(E) .38 SMITH & WESSON CHIEF'S SPECIAL. Serrated ramp front sight and square notch rear sight. Walnut Magna stock, round butt. Blue finish. Takes five S & W cartridges. 6½" overall length. 18 oz. Use 4GX4508 holster.

4GX4255—2" Barrel. **$85.00M**

(F) .32 AND .38 SMITH & WESSON REGULATION POLICE PISTOLS. Equipped with 1/10" serrated ramp front sight and square notch rear sight. Walnut stock. 32 caliber models take six .32 S & W long, mid-range or Colt new police cartridges. .38 caliber models hold five .38 S & W super police or Colt new police cartridges. Use 4GX4508 and 4GX4512 holsters with these pistols.

4GX4280—.38 Cal. Blued. 4" Brl. . **$65.00M**
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(G) .38 SMITH & WESSON "TERRIER." Serrated ramp front sight and square notch rear sight. Walnut stock, blued finish. Takes five S & W super police, Colt New police cartridges. 6¼" overall length. 17 oz. 2" barrel. Use 4GX4508 holster.

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(H) .32 SMITH & WESSON HAND EJECTOR PISTOLS. Designed for the man or woman wanting a small, light gun. Minimum recoil Extremely accurate 1/10" serrated ramp front and square notch rear sights Walnut stock. Takes six .32 S&W long, mid-range, or Colt new police cartridges **Stocked in Birmingham and Sacramento.**

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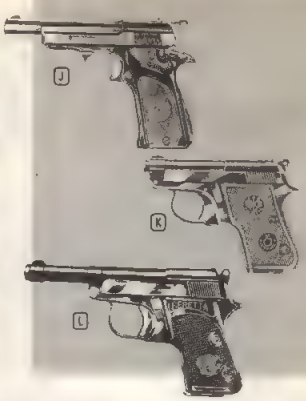
4GX4278—4" Barrel. Blued **85.00M**
***Use 4GX4508 Holster**



Star, Beretta Pistols

(J) STAR MODEL "F" .22 CAL. PISTOL. A compact, lightweight pistol that makes an ideal hand gun for the hunter, trapper, outdoorsman. Ten quick shots. One second slide takedown, thumb rest grips, checkered back-strap. Hand-honed trigger. Extra magazine, cleaning rod. Use 4GX4501 holster

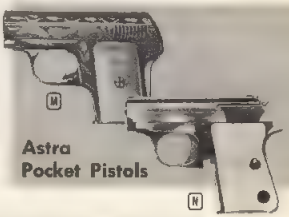
4GX4300—4¼" Barrel **$41.15M**

(K) BERETTA .25 CAL. JETFIRE PISTOL. Tip-up barrel for quick single shot reloading. Push button magazine release, external hammer. 4½" long, 8-shot capacity. Heat-tempered ordnance steel and duraluminum construction. Use 4GX4500 holster.

4GX4310 ..... **$32.00M**

(L) BERETTA MINX M4. Longer barrel pocket pistol in economical .22 short—inexpensive plinking fun. Six-cartridge magazine, plus one in chamber. Fixed sights, brilliant black finish, half-cock safety, duraluminum vergal alloy frame, slide. Use 4GX4501 holster.

4GX4314—4" Barrel **$35.00M**



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(M) ASTRA MODEL 202 .25 CAL. Pocket automatic of modern design. Heavily chromeplated and superbly hand engraved. Beautiful presentation piece with "old country" master engraving. Six-shot capacity. 4¾" overall. Thumb and grip safety. Chamber-load indicator. Use 4GX4500 holster

4GX4320 ..... **$43.65M**

(N) ASTRA "CUB" .22 SHORT PISTOL. Handful of power less than 4½" overall! Fires 22 cal. shorts Magazine holds 6 shots. 2¼" long barrel. Non-sagging sights. Three safeties: positive thumb safety, magazine disconnector safety, half cock safety. Easy take down. Use 4GX4500 holster.

4GX4322 ..... **$28.90M**

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SAVAGE MODEL 101 .22 PISTOL. Built on authentic Western lines the Savage 101 is a unique, single-shot pistol with the balance and feel of a fine revolver. Single-shot design means economy, improved accuracy. Precision-rifled alloy steel barrel with crowned muzzle is integral with cylinder. 5½" long. Spring-rod ejection. Compressed treated wood grips. Blade front and slotted sight adjustable for windage. Weighs 20 oz. 9" overall length.

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Swing-out barrel assembly for ejection and loading.

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4GX4351—6" Barrel. (Use 4GX4506 Holster) **37.50**

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4GX4353 **$39.50**

(C) RUGER "SINGLE-SIX" .22 REVOLVER, REGULAR. Heavy chrome molybdenum steel cylinder frame. One-piece aluminum alloy grip frame. Music wire coil springs. Sturdy rebounding fire pin. Six shot long rifle long or short capacity. Partridge type blade front sight, square notch rear sight. Safety, loading and full cock hammer positions. Walnut grips. Polished, blued.

4GX4355—5½" Barrel. (Use 4GC4525 Holster) **$64.25**
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4GX4358—(Use 4GC4525 Holster) **$69.50**
4GX4358—6½" Barrel **69.50**

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4GX4359 **$64.25**

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4GX4360 **$87.50**

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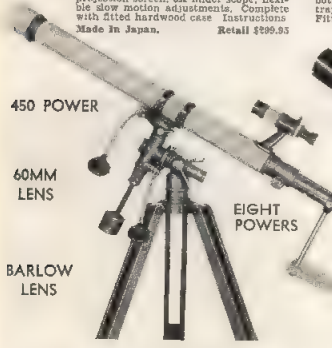
★ 4 Eyepieces ★ 6X Finder Scope

2788V14387—Exacting workmanship—deluxe quality extreme flexibility. A truly precision built astronomical telescope. Focal length 1200mm. Four eyepieces give 60X, 86X, 200X, and 360X. Barlow lens doubles the powers to 120X, 192X, 400X, and 600X. Observatory-type equatorial tripod mounting. Equipped with star diagonal, sun glass and solar projection screen. Diagonal prism for right angle viewing. Erecting prism for terrestrial viewing. 6X finder scope. Flexible slow motion adjustments for both hour angle and declination. Handy accessory tray for notebook, pencil, and additional oculars. Fitted hardwood carrying case. Made In Japan. Retail $289.95

"CANAVERAL"—454 POWER
EQUATORIAL ASTRONOMICAL TELESCOPE

★ Powers To 454X ★ Equatorial Mounting
★ 80MM Achromatic Lens ★ 3 Eyepieces

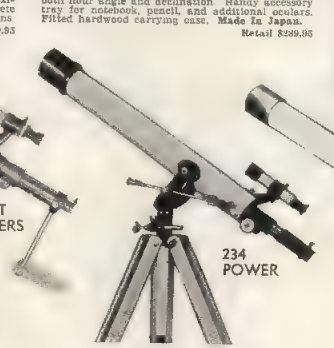
2696V19290—Precision quality refractor astronomical telescope. Featured is a full 80mm coated achromatic objective lens assuring excellent light gathering properties. Large 910mm focal length. Equatorial slow motion mounting counter balanced for pin-point star follow. Sun projection screen. Six power white metal finder scope. Normal powers are 45X and 227X. Barlow lens doubles powers affording 45X, 90X, 227X and 454X. Included are diagonal and erecting prisms for terrestrial use. Complete with instruction manual and wooden case. Made In Japan. Retail $170.00



SOLAR SCOUT—450 POWER
EQUATORIAL MOUNTING TELESCOPE

★ 60MM Objective Lens ★ Powers to 450X
★ Equatorial Mounting ★ 6X Finder Scope

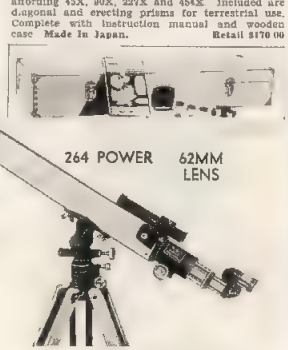
2807V9210—A superior quality precision instrument designed to afford pin-point observation with good light transmission. This feature-loaded telescope employs the latest optical design assuring excellent celestial as well as terrestrial observation . . . permits observation of the craters of the moon . . . rings of Saturn and other astronomical wonders. Brilliant observation with a focal length of 910mm. Four eyepieces afford a flexible range of powers of 45X, 73X, 192X and 225X. Included is a Barlow lens that doubles power to 90X, 146X, 384X and 450X. An ideal instrument for the serious student. Observatory-type counter-balanced equatorial mounting for true, sure star follow. Flexible chuck slow-motion adjustments for both hour angle and declination. Additional equipment includes star diagonal, sun glass and solar projection screen for solar observation as well as an erecting prism for terrestrial viewing. An added feature is a 6 power finder scope for extra convenience in area location. A handy accessory tray makes it easy to keep notebook, pencil and additional ocular as well as other accessories close at hand. Objective lens is fully achromatic and coated. Complete with tripod fitted hardwood carrying and storage case and instructions. Made in Japan. Retail $153.50



"ASTRONAUT"—234 POWER
ASTRONOMICAL TELESCOPE

★ 3X Finder Scope ★ 60MM Objective
★ Powers to 234X ★ Sturdy Tripod

2319V2906—Fine quality astronomical telescope. Precision ground 60mm coated objective lens for high light transmission. 3X34mm finder. Rack and pinion focusing. Normal powers are 35X and 117X. Barlow lens doubles to 70X and 234X. Sun glass for use during sun-spot observation. Diagonal eyepiece included. Complete with wood tripod, case and instructions. Made In Japan. Retail $65.00



"RANGE SPANNER"—264 POWER
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★ 4 Powers to 264X ★ 62MM Objective Lens
★ Large Wooden Case ★ 4X Finder Scope

2317V5790—Precision quality throughout. Features include coated 62mm objective lens, 4 power finder scope, rack and pinion focusing erecting prism, diagonal prism, sun glass and 2 section wood tripod. Normal powers are 40X and 132X. Two power Barlow lens doubles to 82X and 264X. Instructions included. Made In Japan. Retail $95.00

"CHALLENGER"—4" REFLECTOR
ASTRONOMICAL TELESCOPE

★ Large 4" Mirror ★ 760MM Focal Length
★ 5X Finder Scope ★ Complete with Tripod

2610V4440—A professionally designed reflecting telescope employing six aluminized and quartz overlay primary mirror. Micro-focusing for pin-point observation. One eyepiece is 4mm Orthoscopic—175X and the other is a 20mm Hygens—38X. The instrument boasts a highly achromatic lens system. All metal construction. The finder scope is 5 power with a 24mm objective lens. Complete with wood tripod with chain for added support, case and instructions. Made In Japan. Retail $74.00

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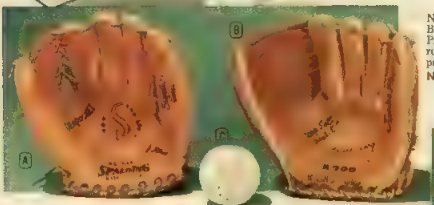

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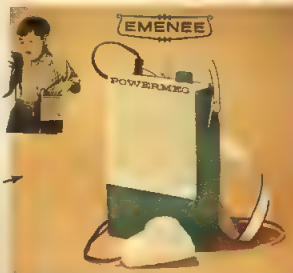

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Important — See page 3 for information regarding retail prices.

to have a few oil slicks on top. I took this as a sign that we had gotten most of the water and were starting to get gasoline. The sound of breaking surf urged me on. Each time I came up with my cup full of water I flanged forward at Pete.

He had his shoulder wedged against the bow rail stanchions and lay prone on the deck. Painfully he was feeding the heavy anchor line back along his body to the center of the deck. Every 30 seconds, submerged by spray, he would have to stop to hang on. Suddenly he scrambled like a beached eel for the cleat on deck and secured the line.

I could feel the anchor grab bottom for a moment, then let go and drag. Then it would grab and let go again. Each time the holding time was longer and as the boat swung around to head into wind and sea, the anchor finally dug and held. We were 200 yards off shore and the roar of the surf was deafening.

Using the suction pump was easier now with our bow to the sea. Two sore arms and a nauseous half hour of gas fumes later, we had the tank purged. I emptied the fuel filters again and tried the engine. Its throaty roar filled us with an elation we thought we were too spent to feel.

Shortening up on the anchor to break it loose, we headed seaward and finally squared away again on our course alongshore. A couple of hours later, we rounded Race Point and found a lee in Provincetown Harbor.

At the harbor entrance a Coastguardsman hailed us and asked if we were the boat headed around the Cape that Nantucket had called about. When we said we had just come from the island, he stared in disbelief.

"Did you have any trouble?" he wanted to know.

Pete replied "A little water in the gas is all!"

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GRAND BANKERS

FROM PAGE 79

interest there would certainly snowball into a fund-raising campaign for a matching vessel.

Although the Grand Banks fishing schooners of Canada and America had been vying with each other in off-the-record races for many years, it was not until 1920 that these contests received official recognition. At that time William H. Dennis, publisher of the *Halifax Herald*, offered a cup which was called The International Fishermen's Trophy. To compete for this prize a vessel had to conform to the general specifications of a genuine Banks fishing schooner. It was also required that she had to have sailed with the Grand Banks fleets and engaged in fishing at least one season.

The first series of races for the trophy was run off Halifax in 1920. The American entry, Esperanto, a dowager of 1906 vintage, left her adversary, Delawana, trailing astern by over 19 minutes in the first event and 7 minutes in the second. She sailed back to Gloucester with a new broom at her masthead and the elegant trophy aboard, plus $4000 in prize money. Captain Marty Welch, skipper of the winning vessel, made history when he sailed Esperanto over a sunken ledge with only inches of water under her keel. Pocketed against Devil's Isle by his rival, Welch took the long chance on the odds, succeeded in feathering out his opponent and crossed the finish line to victory.

The sting of defeat in the very first contest for the trophy spurred the Haligonians to build a new schooner for the races to be held the next year. She was christened Bluenose and was destined to become the most-talked-about schooner in the fishing fleets of the North Atlantic. She not only took the cup back to Lunenberg but succeeded in keeping it there. Over the years the Gloucestermen tried desperately to take back the prize which their Esperanto had brought them for so brief a time. They sent their schooners, Elsie, Ford, Columbia and Thebaud to the starting line, but each one returned defeated.

Following a controversy in the race with Columbia in 1923, The International Fishermen's Trophy contests were suspended for eight years. In the interim, Sir Thomas Lipton, an ardent cup-chaser, offered a prize for a schooner match to be held in October 1930. The Dow masters had just completed their spanking new schooner, Gertrude L. Thebaud, and after a tour of fishing on the Grand Banks, she was groomed and made ready for the Lipton Cup races. Down from the cold reaches of Nova Scotia came the Canadian champion, Bluenose, under command of Captain Angus Walters, bent on taking home this new trophy. The undefeated champion was an impressive sight as she approached the starting line, her black hull gleaming under 10,000 square feet of canvas. Her rival, Thebaud, was no less a picture of haughty elegance when she maneuvered into position to make her debut in the racing elite of Bank schooners.

The so-called "smart money" was on Bluenose in this contest for it had become almost a legend that she would never trail anything afloat in the fishing fleets of the North Atlantic. Many eyes blinked in disbelief as they saw Thebaud slanting across the finish line 15 minutes ahead of her competitor in the first race. Ten days later, in the second match, she left the Canadian aristocrat 8 minutes astern as the flag went down on the committee boat. To Bluenose it was a signal of defeat for the first time in her career.

That this contest was not for the International Fishermen's Trophy did not lessen the joy in Gloucester harbor.

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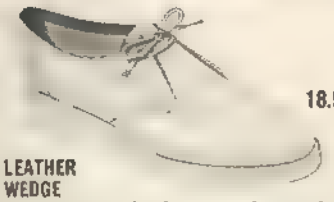

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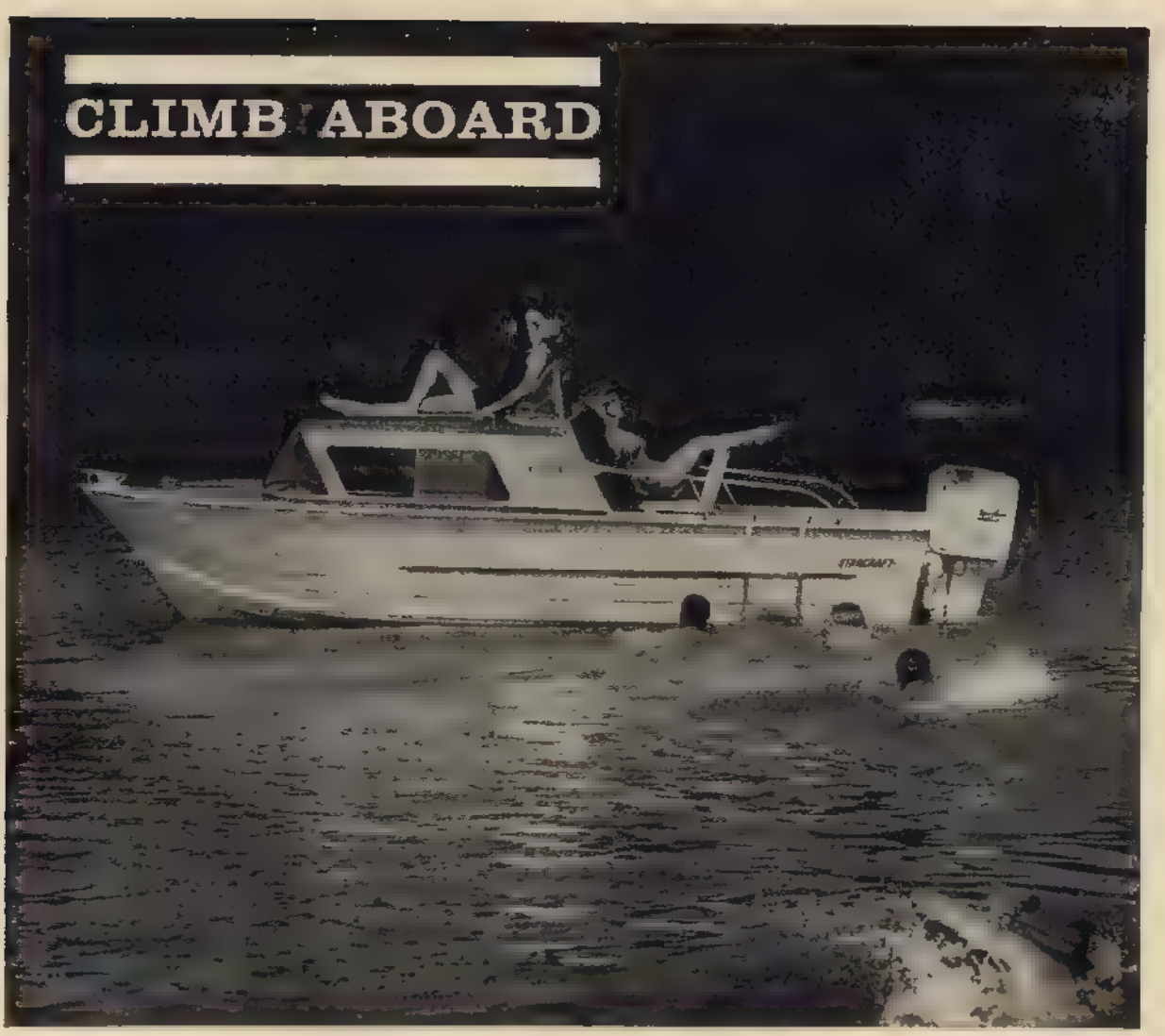

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  Moral: Steiff owners are consistent repeat buyers. Even off-season.

- Steiff is one of the world's most durable lines selling at peak levels since 1880 when the company began.
  Moral: Look at the long range. Build steadiness into your business with a line that will move as well ten years from now as it will this year.

- Steiff has more "appeal" than any line on the market today. As a point of purchase item, it is second to none.
  Moral: Display your Steiff merchandise attractively. Let good display do your selling for you.

Sales Shorts:

- Steiff toys are handmade
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- Age range is the widest of any toy—from infant to adult collector

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Steiff

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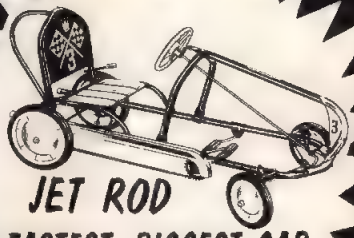

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Once you accept this invitation you will know that STEPHENS builds in a tradition of quality. The solid wood construction, the natural teak decks, the luxurious stateroom and salon appointments set this yacht apart from all others. Crew quarters are spacious and there's an all-electric galley and GM Diesel power to make long-range cruising a perfect pleasure. An unusual and delightful feature is the continuous deadlight across the transom that permits a panoramic view of the wake when underway. At such a moment you would be rewarded many fold for having selected so fine a ship as a STEPHENS.

Stephens

Subsidiary of Wrather Corporation. Our 60th anniversary year, 1902 1962

Stephens Marine, Inc., Stockton, California • Factory Offices in Miami, Florida, 1928 Purdy Ave. (Phone. 532-5465) and Newport Beach, California, 1730 West Coast Hwy. (MI 6-2243). Send for color folder to nearest office

V Sovereign 60 hp (Electric)*

GALE CUTS THE COST OF BOATING!

From the V-4 Sovereign 60 ($65 lower) to the jaunty Buccaneer 3 ($15 lower), prices are reduced on all 1962 motors. Gale gives you superior utility without gimmicks or frills. Clean. Lean. Uncluttered. Gale-built for people who want real value for their dollars! Easy starting. Reliable. Features like performance-boosting "torpedo" drive. Quieting "acoustical design."

*Over 300 stainless steel parts. Award-winning Sovereign styling. True value-features that add to performance, not to price. Propeller and gas tank at no extra cost. There are seven power-balanced models, 3 to 60 hp, including the new improved Sovereign 40. See and compare America's lowest-priced top quality outboards. At your nearest Gale dealer right now!

PRICES REDUCED ON ALL MODELS!

Gale OUTBOARD MOTORS

GALE PRODUCTS GALESBURG, ILL. • A DIVISION OF OUTBOARD MARINE CORPORATION • IN CANADA GALE OUTBOARD MOTORS, PETERBOROUGH

HOBBYCRAFTS ON PARADE

P63 King Cobra kit has a wing span of 70"; length of 47". Modelers will appreciate die-cut structural parts, full-length fuselage sides, and the many custom shapings. Retails at $27.50. Sterling Models, Belfield & Wister st., Phila., Pa.

Basic Man Kit has jointed legs, arms, head, feet and body that can be assembled in any position assumed by a human. Molded in flesh colored styrene, in an exact 1/25th scale. C. J. Ulrich, North Hollywood, California.

S. S. Hope Kit, replica of world's first school hospital, includes a display stand, movable propeller and rudder, lifeboats, cargo booms and authentic decals. Kit will retail for $1.69. Revell, Inc., 4223 Glencoe ave., Venice, Calif.

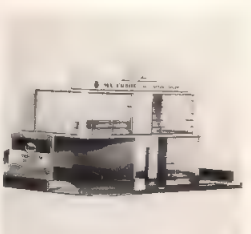
B-70 Bomber, currently being built for the Air Force, will be the fastest long range bomber in the world. 17" long with a 13" wingspread. $2.49 with display stand. Aurora Plastics Corp., 44 Cherry Valley rd., W. Hemstead, L.I., N.Y.

Space Age Operating Cars include the Cherry Picker complete with miniature astronaut; the new Rocket Fuel Tank car; and the Mercury Capsule Launching car, ready for blast-off. The Lionel Corp., 15 East 26th street, New York, N. Y.

JU 87d Stuka is a detailed replica of the famed WW II dive bomber. Ready-to-fly model has 18" fuselage and 23½" gull wings. Cox muffler assembly is available at extra cost. Retails at $10.00. L. M. Cox Mfg. Co., Santa Ana, California.

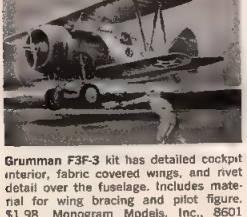
OK Cadet engine powered plane is designed especially for the beginner. Made of high-impact plastic; easy to fly and highly resistant to breakage $5.98 retail with .024 engine. Herkimer Tool & Model Works, Inc., Herkimer, N. Y.

Monorail Train Set has a baggage-loading platform from which small mail bags can actually be loaded on the train or discharged by flipping the operating lever. Has 9' of track. Harmonic Reed Corp., 1111 W. Lancaster, Rosemont, Pa.



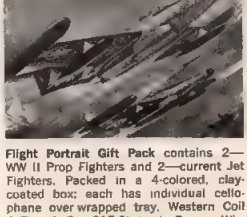
Ultra Modern Building features big, clear, wrap-around showroom windows in which the latest models of the "matchbox" series can be placed on display. Ramp has access to upper floor. $2.50. Fred Bronner Corp., 251 Park ave., NYC

HOBBYCRAFTS ON PARADE

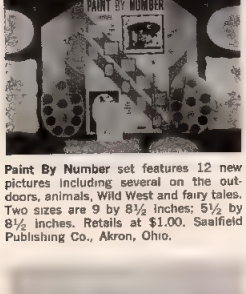


Grumman F3F-3 kit has detailed cockpit interior, fabric covered wings, and rivet detail over the fuselage. Includes material for wing bracing and pilot figure. $1.98. Monogram Models, Inc., 8601 Waukegan dr., Morton Grove, Ill.

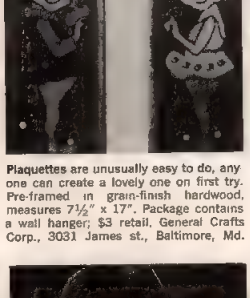
1910 Tin Lizzie has electric motor motion from scale engine thru drive shaft and differential. 8½" long x 4" wide; in rich black plastic with rubber tires. $2.49. Lindberg Products, Inc., 8050 Monticello ave., Skokie, Illinois.



Flight Portrait Gift Pack contains 2—WW II Prop Fighters and 2—current Jet Fighters. Packed in a 4-colored, clay-coated box; each has individual cellophane over wrapped tray. Western Coil & Electric Co., 215 State st., Racine, Wis.

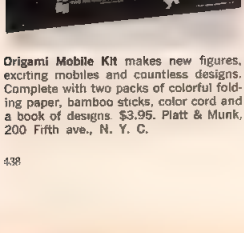


Paint By Number set features 12 new pictures including several on the outdoors, animals, Wild West and fairy tales. Two sizes are 9 by 8½ inches; 5½ by 8½ inches. Retails at $1.00. Saalfield Publishing Co., Akron, Ohio.

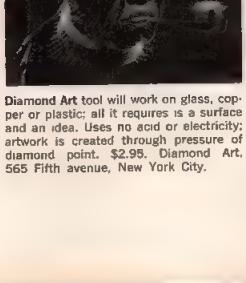


Plaquettes are unusually easy to do, any one can create a lovely one on first try. Pre-framed in grain-finish hardwood, measures 7½" x 17". Package contains a wall hanger; $3 retail. General Crafts Corp., 3031 James st., Baltimore, Md.

Walkie-Talkie Kit assembles in two hours with soldering iron, pliers and screwdriver. Measures 5" high. Circuits are subminiaturized and all transistorized. $21.95. Electrosolids Corp., 12740 San Fernando rd. N., Sylmar, Calif.



Origami Mobile Kit makes new figures, exciting mobiles and countless designs. Complete with two packs of colorful folding paper, bamboo sticks, color cord and a book of designs. $3.95. Platt & Munk, 200 Fifth ave., N. Y. C.

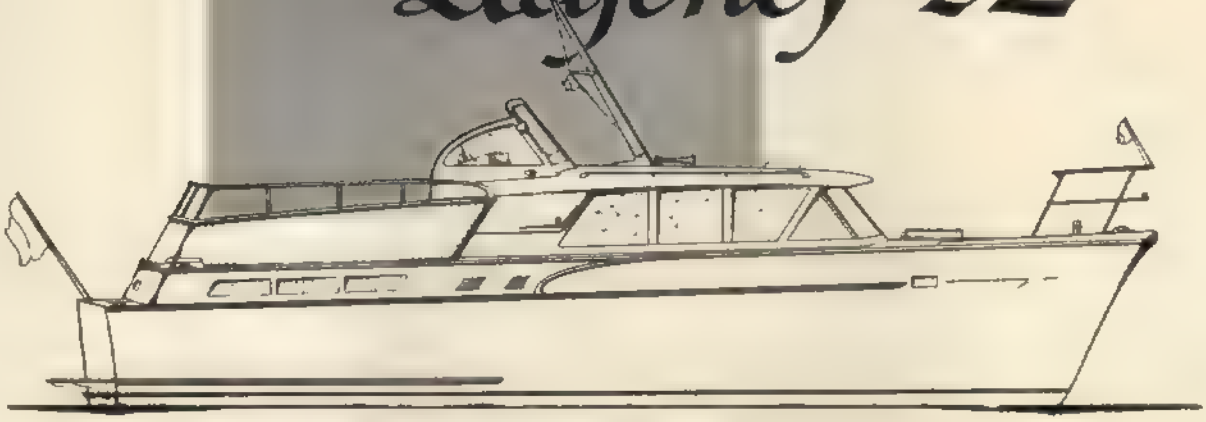


Diamond Art tool will work on glass, copper or plastic; all it requires is a surface and an idea. Uses no acid or electricity; artwork is created through pressure of diamond point. $2.95. Diamond Art, 565 Fifth avenue, New York City.

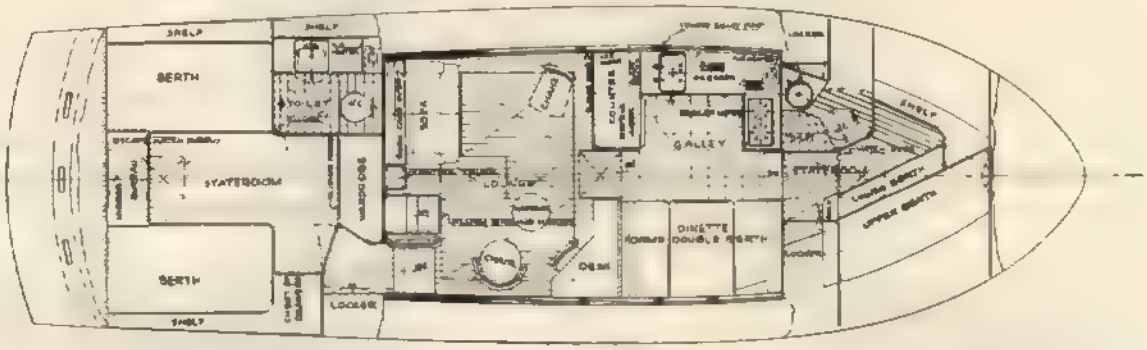
Glit-O-Rama Activity Kit is a new medium in the art field. Create 4 inlaid pictures within sparkling mosaic segments. Fully framed; has non-toxic reversible paints. $1.98. O. E. Linck Co., Junction Rts. 3 & 46, Clifton, N. J.

STEVENSON
INTERNATIONAL Corp.
presents...

The Regency 42



Superbly new . . . an incomparable luxury cruiser combining the exotic woods and craftsmanship of the East with the most advanced design and modern equipment of the West . . . for a limited and fortunate few. / Philip L. Rhodes designed her for seaworthiness and luxury — we set no limits. She's solid teak, with hand detailing and hand rubbed wood work gleaming in the beautiful interior. We didn't tank test her — we took her to sea for months to make her perfect. / She's ready now. You can inspect her sound construction and lavish appointments, test her seakindliness and liveability, satisfy yourself that she represents a proud and practical investment. And — pleasant surprise — she can be yours for thousands of dollars less than many mass-produced stock cruisers. / A limited number of Regency 42's will be available for Spring delivery. Inspection appointments can be made at the National Motor Boat Show in New York or by contacting Marine Associates Limited, Inc.



THE REGENCY 42 Designed by Rhodes to cruise seven in luxury, ideal for entertainment or extended cruising. Twin screw power options, diesel or gasoline, provide speeds to 30 m.p.h. Lavishly detailed lavatories, shower, fully equipped galley and dinette, unique privacy. Teak paneling and furniture, individual decorating. Write for further details and appointment to inspect in the New York area.

MARINE ASSOCIATES

LIMITED INCORPORATED

P.O. Box 1315, Steamboat Road, Greenwich, Conn.

VISIT BOOTH C-30 NATIONAL MOTOR BOAT SHOW, N. Y.

VAGABONDIA 38

Magnificent new motorsailer by Rhodes. Beautifully finished, rugged construction. Cruises 6. Wide range, shoal draft. Write for details.

CLIPPER CRAFT

The Quality Jersey Skiff that YOU can afford.

You will be proud, happy and safe in a skillfully finished CLIPPER CRAFT . . . Built by Craftsmen for Yachtsmen.

Rugged flybridge sportfisherman and sturdy shelter cabin skiffs from 24′ to 33′.

Custom styling at production prices.

Write for brochure

(Dealers Inquiries Welcome) COlfax 4-2350

CLIPPER CRAFT Boat Works, Inc.

39 Evergreen St.
Keyport, N.J.

See it at the Jersey Coast Show, Asbury Park.

RED PEATROSS TO LEAD APBA; SCHOENITH DEFEATS TAGGART IN UNLIMITED CLASS CONTEST

The re-election by mail ballot of Edison M. (Red) Peatross, Richmond, Va., to the presidency of the American Power Boat Association, was announced at the annual meeting held in Reno, Nev., in November.

In contested elections J. Lee Schoenith, Detroit, was elected unlimited racing vice president over Joe Taggart, Canton, O. Schoenith succeeds George J. Trimper, Buffalo, N.Y., who was elected a Council member-at-large.

All other national officers were re-elected, although two had contests. Inboard racing vice president J. A. Colcock, Jr., Seattle, Wash., retained his post over Gene Roesch, Kenmore, N.Y. Outboard vice president Manuel Carnakis defeated challenger Bud Finkl, Glenview, Ill.

Incumbents returned uncontested to office were S. E. (Sunny) Jones, Miami Beach, Fla., senior vice president; Stuart K. Gray, Miami, secretary; V. J. Spinner, Jr., Mercer Island, Wash., treasurer; Jimmy Jost, River Grove, Ill., stock outboard vice president and Donald R. Rimbach, Flushing, N.Y., cruiser vice president.

Eleven candidates sought membership-at-large on the National Council. Besides Trimper, the other winners were Jim Wilson, Quincy, Mass.; Donald L. Guerin, Fond du Lac, Wis.; Kay Hallett, Oakland, Calif.; Merlyn M. Culver, Dayton, O.

Of 4,059 ballots sent out, members returned 1,319 valid ballots. This was 32.4 percent of the possible vote and was the highest return in recent years.

For the first time in the 48-year history of the organization the regions (there are 19 of them) elected their own region chairmen and other officers.

The annual meeting saw the election of three drivers to the APBA honor squadron. Included was Bill Muncey, Seattle, winner of the 1961 Gold Cup. Two retired speedboat drivers were elected: Lou Eppel, a Rutgers University graduate from Libertyville, Ill., and Frank Foulke, Essex, Md., inboard racing devotee.

CUSHIONS FEATURE COLORFUL DESIGNS

New Coast Guard approved buoyant cushions, available in a varity of geometric designs and colors are manufactured by The Safegard Corp., Cincinnati 22, Ohio. Covering consists of panels of vinyl-coated fabric, sturdily stitched to form any of three designs: triangular, square, or stripe. Color combinations are red, blue, green and white, with matching perforated gussets and loop handles, and white plastic welting. Kapok sealed in four separate waterproof vinyl inserts provide the buoyancy, as required by U. S. Coast Guard specifications.

Safegard also manufactures a line of Coast Guard approved buoyant vests, commercial type vests, ski-belts and other types of buoyant cushions.

WEST NORFOLK MARINA ENLARGES FACILITIES

The West Norfolk Marina, operated by E. C. Lee, Inc., 3rd Ave., West Norfolk, Va. is adding twenty slips to its forty-slip capacity for boats to 55′. This marina offers protected anchorage 1500 yards from the main ship channel and Inland Waterway, outside the nearby drawbridge.

Services include marine gas, oil and diesel fuel, fresh water, electricity, lunch room, barber shop and shower. Haulout for hull and engine repair is available close by. Shopping centers are ten minutes away; downtown Norfolk is fifteen minutes by auto or boat.

CANNED BEVERAGES BY CANADA DRY

Now available at most marinas is a new convenience item for the galley—carbonated Canada Dry beverages in cans. Handy for boats because they're unbreakable, take up less stowage space than bottles, and are easily disposable, the canned beverages are offered in a wide variety of flavors and mixers to appeal to the whole family. Some of them, such as ginger ale, sparkling grapefruit and Hi-Spot lemon soda, do double duty as both soft drinks and as mixers.

They come in 12-oz. size, good for two drinks each, and they offer the convenient way to make sure that there's plenty to drink aboard

RODSTROM YARD NOW CONSOLIDATED YACHTS, INC.

Seward De Hart, Wesley L. Rodstrom and Richard Voepel have announced a change of name of Rodstrom Shipyard, Inc. to Consolidated Yachts, Inc. They are expanding the facilities and services of this City Island (N. Y.) yacht yard and brokerage concern.

A large part of the yard is devoted to the handling of large sail and motor yachts. A second section is now open for storage and display of boats for sale. Undercover and outside storage for the man working on his boat is being provided. A Travel-Lift and steel hauling runway are being completed.

Striker '62
THE WORLD'S FINEST ALUMINUM ALLOY
Featuring our new all welded aluminum high performance diesel powered lines for '62.
STRIKER 39' SPORT FISHERMAN
DIESEL POWER
Standard Equipment
Lower operating and maintenance cost. More dependability! Greater Safety and Lower Insurance Rates. Surprising Range!
Write for Brochure and our European Spring Delivery Plan. Cruise European waters before shipping your boat home.
STRIKER 35' SPORT FISHERMAN
STRIKER 42' SPORT FISHERMAN
Striker BOATS, INC.
1854 NORTH FEDERAL HIGHWAY — POMPANO BEACH, FLORIDA

Rudicator, left, when attached to steering wheel indicates rudder position. Weather-sealed, it's made by John Natchak Instruments, 120 Bayview Ave., East Islip, N.Y.

Sunfrost Therm O Ware, right is protected from weather and temperature and will float. Plastic cups, tumblers, etc., are from Fedco Corp., 3600 W. Pratt Ave., Chicago, Ill.

The V-drive at left, from Casale Engineering, 939 Goodrich Blvd., Los Angeles, Calif. is rated at 500 hp. Housing is heat treated aluminum.

SCHOOL QUALIFIES CANDIDATES FOR LICENSES

The Boat Operators School offers a correspondence course to help prepare candidates for Limited Masters License. The course includes practice questions and answers to introduce the candidate to the subjects as they are covered by the U.S. Coast Guard examination. The Motorboat Operators License can be acquired by private boat operators and qualifies the skipper to operate party boats and tour boats for hire. Boat Operators School, Box 2601-D, San Francisco 26, Calif.

CRIMPLESS SPARK PLUG TERMINAL

New, waterproof, right-angle and straight-type spark plug terminals are available from Walker Brothers, Conshohocken, Penna. Called the Quickie Terminal, it is easy to attach: the user strips back ½" of insulation from the wire and inserts the exposed copper into the terminal. Sharp metal hooks grip the insulation.

PORTABLE AUTOMATIC DIRECTION FINDER

A portable automatic direction finfinder weighing less than 14 pounds and operating on flashlight batteries is the Frontier ADF-200. It's made by Frontier Electronics Marine Division 111, Sky Harbor Airport, Phoenix, Arizona. Heart of the new unit is what the company calls the Limicon, a device that is reported to be better than conventional ADF antenna systems.

PELORUS HAS TELESCOPE SIGHT

With Marshall's pelorus, your bearings can be taken with precision by sighting through a Navy telescope with coated lens. This is evolved from the Navy's Mark II-C pelorus. Unique feature is the fact that the instrument can be used as a drift-meter as well. Marshall Products Co., 1232 Shakespeare Ave., New York 52, N.Y.

You too can enjoy such a sail
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Our 60 years experience in building small sailboats is available to you.

Cape Cod boats in fiberglass from 8' to 31' cost less to buy, less to maintain.

CAPE COD SHIPBUILDING CO.

Wareham Massachusetts

MARINE ANTENNA INSULATOR

Five Years Guarantee

Replaced free of charge if broken within 5 years of purchase date.

These insulators, made of extremely strong insulating material, are for use with Webster type antenna mounts.

Insulators for other type mounts are available on special order. Write your specifications for our quotation.

Send cash, check or M.O. for postpaid ship-

$11.95 Postpaid

RAY-BETS MARINE RADIO SERVICE

112 S. New Broadway, Brooklawn, N.J.

Glenview 6-0091 Serving the Jersey Coast

ONLY 220 LBS.

THE IMPROVED "IMP"

INBOARD • OUTDRIVE

BY BRENNAN

NOW offering 40 H.P. in the lightest weight most up-to-date 4-cycle inboard-outboard power package

Only the Brennan IMP has a convenient neutral reverse gear and clutch giving complete inboard control with outboard drive

Backed By 68 Years Experience

Other Sizes Up to 300 H.P.

★ Inboard economy
★ Full outboard advantages
★ Outboard drive locks in place and can be easily removed for storage or trailering.
★ Greater Kick-up, over 90°
★ Immediate reverse regardless of boat or engine speed

Preferred auxiliary powerplant "Imp"—Weight 160 lbs

BRENNAN MOTOR MFG. CO.

300 E. Water Street Syracuse 2, New York

Estab. 1897

NEITHER RAIN, NOR SLEET, NOR MOVING FREIGHTERS . . .

SOME UNUSUAL PROBLEMS FACE DETROIT'S FLOATING MAILMAN

FAMILIAR to most Detroit River yachtsmen is the routine of the 44-foot motorboat J. W. Westcott II. To the uninitiated who watch the water-borne mailman rendezvous with a Lakes freighter, a collision appears to be imminent. The small boat, with a battery of old tires as fenders, runs at 14 knots toward the wall-like side of a freighter, moving up or downstream at about the same speed.

At the right moment, Captain Tom May puts the Westcott's wheel hard over. The two vessels touch gently, side against side. A bucket drops from the freighter's deck on a line. While May holds the Westcott steady alongside, his assistant stuffs mail, newspapers, and such items as laundry and an occasional caged canary into the receptacle.

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What is now a famous service on the Great Lakes began in 1874 when Captain John Ward Westcott, who earned his master's ticket at 20, quit his job as skipper of the steamer Mineral Rock. He bought a rowboat, made arrangements with the post office at Detroit, and began a shore-to-ship service that has been continued without interruption by his family.

Now J. Ward Westcott Jr. manages the company which has its office in a building near Ambassador Bridge over the Detroit River. In the same building is the Detroit River Marine Post Office. Mail from the post office is handed to Westcott, who has a government contract to deliver it. As long as Lakes shipping is moving, Ward Westcott and his brother-in-law, Joseph J. Hogan, assistant manager, see to it that some half-million pieces of mail each year reach the right ships.

The company is aided in its job by its own reporting stations at Port Huron, Mich., and Amherstburg, Ont., near the lower end of the Detroit River. Lookouts identify passing ships, and call in their names to headquarters. There mail and other goods are readied for delivery on the fly when the vessel steams into Detroit.

The freighters neither slow nor change course. It's up to the Westcott's skipper to put his boat in the right place at the right time.

Cruising the waterfront offers many opportunities to rescue would-be suicides, retrieve bodies, and assist boatmen in difficulties. "We haul out three or four persons each year," says Captain May. In 1961, though, the Westcott's one-man crew had his turn to be rescued. When the boat was hit by a Swedish freighter, he was knocked overboard and under the ship. When he surfaced, a woman in a passing pleasure boat accurately tossed a ring buoy to him. He was back on the job the next day, suffering only from barnacle scratches.

To make certain it meets every ship for which there is mail, the Westcott Co. keeps a second boat on standby in a slip near its building. She is the J. W. Westcott, a 43-footer.

The postal service motto, "Neither rain, nor sleet . . . shall keep these couriers from the swift completion of their appointed rounds" guides the busy mailboat of the Detroit River.

—JACK GRENARD

Striker '62
THE WORLD'S FINEST ALUMINUM ALLOY
Featuring our new all welded aluminum high performance diesel powered line for '62.
STRIKER 29' SPORT FISHERMAN
DIESEL POWER
Standard Equipment
Lower operating and maintenance cost. More dependability! Greater Safety and Lower Insurance Rates. Surprising Range!
Write for Brochure and our European Spring Delivery Plan. Cruise European waters before shipping your boat home.
STRIKER 34' SPORT FISHERMAN
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Striker BOATS, INC.
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★ Inboard economy
★ Full outboard advantages
★ Outboard drive locks in place and can be easily removed for storage or trailering.
★ Greater Kick up, over 90
★ Immediate reverse regardless of boat or engine speed

Backed By 65 Years Experience
Other Sizes Up to 300 H.P.

Preferred auxiliary powerplant "Imp"—Weight 160 lbs.

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What is now a famous service on the Great Lakes began in 1874 when Captain John Ward Westcott, who earned his master's ticket at 20, quit his job as skipper of the steamer Mineral Rock. He bought a rowboat, made arrangements with the post office at Detroit, and began a shore-to-ship service that has been continued without interruption by his family.

Now J. Ward Westcott Jr. manages the company which has its office in a building near Ambassador Bridge over the Detroit River. In the same building is the Detroit River Marine Post Office. Mail from the post office is handed to Westcott, who has a government contract to deliver it. As long as Lakes shipping is moving, Ward Westcott and his brother-in-law, Joseph J. Hogan, assistant manager, see to it that some half-million pieces of mail each year reach the right ships.

The company is aided in its job by its own reporting stations at Port Huron, Mich., and Amherstburg, Ont., near the lower end of the Detroit River. Lookouts identify passing ships, and call in their names to headquarters. There mail and other goods are readied for delivery on the fly when the vessel steams into Detroit.

The freighters neither slow nor change course. It's up to the Westcott's skipper to put his boat in the right place at the right time.

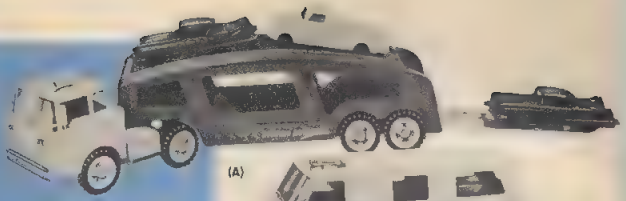
Cruising the waterfront offers many opportunities to rescue would-be suicides, retrieve bodies, and assist boatmen in difficulties. "We haul out three or four persons each year," says Captain May. In 1961, though, the Westcott's one-man crew had his turn to be rescued. When the boat was hit by a Swedish freighter, he was knocked overboard and under the ship. When he surfaced, a woman in a passing pleasure boat accurately tossed a ring buoy to him. He was back on the job the next day, suffering only from barnacle scratches.

To make certain it meets every ship for which there is mail, the Westcott Co. keeps a second boat on standby in a slip near its building. She is the J. W. Westcott, a 43-footer.

The postal service motto, "Neither rain, nor sleet . . . shall keep these couriers from the swift completion of their appointed rounds" guides the busy mailboat of the Detroit River.

—JACK GRENARD

STRUCTO Toys



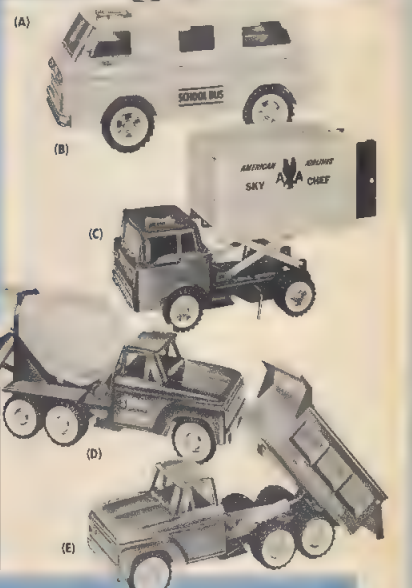
(A) AUTO TRANSPORT—all steel truck and trailer with three die-cast metal cars. Ramp extends at rear for loading and unloading. White wall tires, windshield with wipers, mirrors, air horn, 27⅞"x5⅝"x6⅞".
502/399 **LIST $6.00**

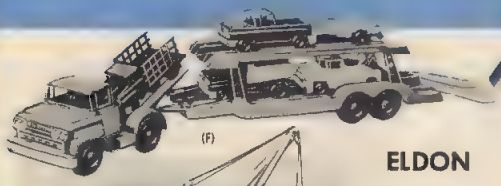
(B) SCHOOL BUS—all steel body, looks like real station bus. White wall tires, windshield with wipers, sideview mirrors, air horn, 10½"x4¾"x5".
196/167 **LIST $2.50**

(C) AMERICAN AIRLINES SKY CHEF—lever raises body off chassis to load food and equipment on planes. Locks in raised position. White wall tires, windshield with wipers, mirrors, horn. 12⅜"x5¾"x7".
303/267 **LIST $4.00**

(D) READY-MIX CONCRETE TRUCK actually mixes in rotating water tight drum that fills through top hopper. Tilts to empty on swinging chute. White-wall tires, mirrors, horns, etc. 15½"x6¾"x7¼".
408/333 **LIST $5.00**

(E) HYDRAULIC DUMPER—lever releases hydraulic cylinder to raise all-steel body for dumping. White wall tires, windshield with wipers, mirrors, horn. 13⅜"x5½"x6¼".
407/333 **LIST $5.00**

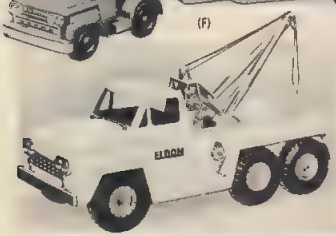


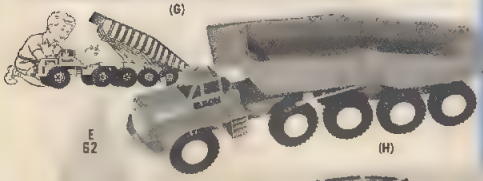


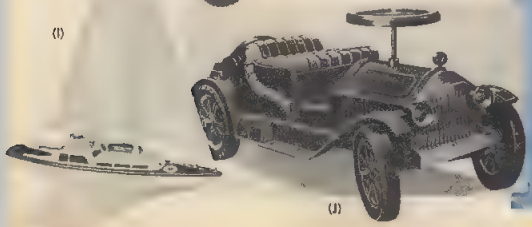
ELDON

Trucks Made of Fortiflex

GUARANTEED UNBREAKABLE







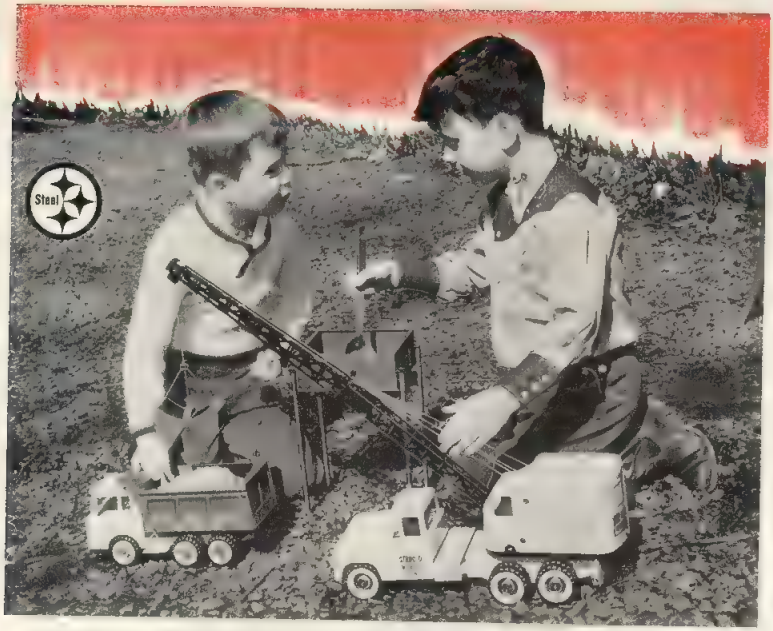
(F) 7 PC. TRUCK TRANSPORT SET—Cab unhitches from trailer and drops ramp to unload 4 trucks and a trailer. Top level shifts down for loading and unloading. 26½" long.
993/333 **LIST $5.00**

(G) TOW TRUCK—authentic rig with hoist that really works. Two operating handles for raising and lowering boom. With hook plate, clear windshield with wipers. 22" long, 8½" high.
988/333 **LIST $5.00**

(H) GIANT DUMP TRUCK over 30" long, authentically detailed. Rugged built cab with visible motor, head lights, ladder—unhitches from trailer. 3-position hand crank for loading and unloading. 10 big realistic looking tires with heavy traction tread.
9502/467 **LIST $7.00**

(I) RACING SLOOP—a thing of beauty that really sails. Mahogany with white trim, finely detailed interior. Removable dinghy, weighted keel—unsinkable. Counter-balanced rudder keeps boat on straight course even in strong wind. 23½" high, 16¾" long, 3¾" wide.
8301/267 **LIST $4.00**

(J) STUTZ RIDE 'EM—unbreakable plastic body on steel chassis. Molded in fire engine red, with steering wheel control, 24" long.
890/333 **LIST $4.98**



Talk of the Town with Junior Truckers!

Word has circulated fast about Structo's "sharp" new toy line! Kids everywhere are really going for Structo's modern styling . . . built-in realism . . . live-action performance . . . steel-strong construction . . . and bright baked-on colors. Take advantage of this growing preference for Structo toys. Be sure you stock Structo . . . for faster sales, greater volume and bigger profits. Sell the line that's child-conditioned. Order Structo toys today!

WRITE DEPT. PT

STRUCTO MANUFACTURING COMPANY

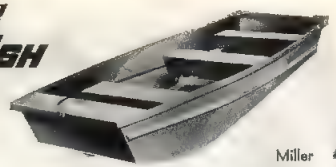
General Offices and Factory: Freeport, Illinois

New York Offices: Rooms 412-14-16, 200 Fifth Avenue

Sales and Display Rooms: New York, Arcade 107, 200 Fifth Ave., Chicago, Room 1442 Merchandise Mart, Memphis, Room 607 M & M Bldg., Marietta, Ga 207 Alexander St., Dallas, Room 1244 Dallas Trade Mart, Denver, 1154 E.ath Street, San Francisco, 58 Second St., Toronto (Canada) Foot of Federal St

SULLIVAN

FLITE FISH



F.O.B. MICHIGAN FACTORY

Miller

Aluminum Cartop Prams

Prams have riveted and heliarc welded hulls, non-skid bottom paint, knee reinforced transom, spar varnished motor block and press formed spray rails and gunwales. Both prams have 3 seats and ample Styrofoam floatation. Complete with oar horns and rope tie cleat.

Cat. No.	L.	Max. HP	Ship. Wt.	Retail
3729AF11840	9'	5	110 lbs.	$149.50
3730AF13900	12'	7	137 lbs.	177.50

Miller

Aluminum Cartop Boats

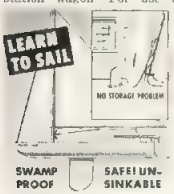
Miller Boats feature riveted heliarc welded hulls, non skid paint on bottom, knee reinforced transoms, cast aluminum lift and bow handles, spar varnished motor block. Includes rope tie cleat, anchor pulley, oar horns and Styrofoam floatation. .125" bottom.

Cat. No.	L.	Max HP	Ship. Wt.	Retail
3137AF13550	12'	5	135 lbs.	$169.50
3676AF17050	14'	8	176 lbs.	217.50

FLITE FISH *Sailboat Sensation*

- Complete, Ready to Sail
- Only 40 Pounds
- Safe, Sturdy
- Portable

3728AF7717—Flite Fish. America's safest sailboat. Here is your opportunity to own a sailboat, complete with everything at this low price. The hull is molded solidly in one piece from expanded polystyrene plastic. Its tremendous flotation characteristics make it impossible to swamp or sink and is very durable. Supports over 500 lbs. There is nothing to wear out. The hull is finished in two tone White and Blue with an Epoxy type enamel which gives a hard durable surface to the boat. Complete boat weighs approximately 40 lbs. **Portable**—Can be lifted by one person. Fits on top of car or in a station wagon. For use on small lakes. **Ideal** for the beginner, perfect for the expert. No maintenance and little storage space required. 55 sq. ft of sails are made of Blue plastic. These will not mildew or rot as cotton sails will and are very tough and durable. Mast and boom are made of Alcoa aluminum tubing. The rudder is scientifically designed in size and shape to give the best possible steerage for this type of boat. Beginner's instruction manual "Learning to Sail" included. Length 11'. Beam 36". Ship. wt. 60 lbs. **F.O.B. N. J. Warehouse, by rail only.** **Retail $110.00**



SWAMP PROOF — SAFE! UN-SINKABLE

Fire Extinguishers

3149A2326—Light compact and easy to handle extinguisher for big boats and buses. U.S. Coast Guard UL and FM approved for Marine use. 5 lb. capacity. Ship. wt. 12 lbs. **Retail $37.80**

3461A1187. Similar to above except smaller, with 2½ lbs. capacity. Ship. wt. 6 lbs. **Retail $19.75**

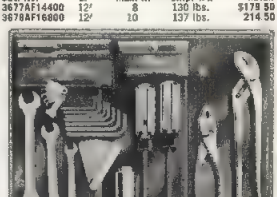
Miller Lapstrake Cartoppers *F.O.B. Michigan Factory*

Both of these models are 12' long with a 52" beam. First model has a semi-V bottom, second model, has V bottom. General features include welded seams, one-piece lapstrake bottom, non-skid paint on inside bottom, press formed knee reinforced transom, cast aluminum stem and bow handles. Both models have three pressed seats with Styrofoam floatation.

Cat. No.	L.	Max. HP	Ship. Wt.	Retail
3677AF14400	12'	8	130 lbs.	$179.50
3678AF16800	12'	10	137 lbs.	214.50

All-New Extinguisher

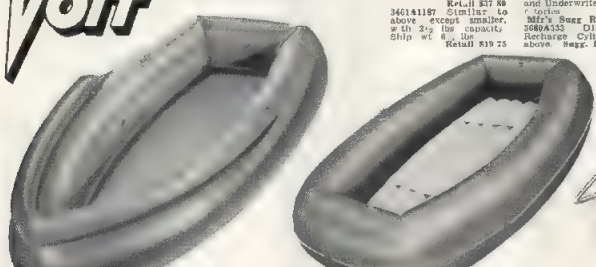
3679A867 — Light compact 2½ lb dry chemical extinguisher. 16" long, 15 has approval of both U. S. Coast Guard and Underwriters' Laboratories.
Mfr's Suggested Ret. $11.95
3680A333 Disposable Recharge Cylinder for above. Sugg. Ret. $3.95



Outboard Motor Maintenance Kit

1092G732—For all small engines. 36-Piece tool kit contains the tools necessary for satisfactory motor operation and maintenance. Includes the new spark plug holding socket for safe and easy removal. Complete with ignition and steering tools and outboard instruction manual. In waterproof "Roll-up" kit. Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $10.98**

VOIT VINYL BOATS



HEAVY DUTY VINYL INFLATABLE BOATS

3-Man Utility Boat

3464A3333 Largest inflatable boat ever offered 8'6"x4'6"x20" high. Double gauge extra heavy duty Blue laminated vinyl. Three oversized valves to separate air chambers for easy inflation and deflation. Complete with Tow Rope, Tie-on Ropes for oars, and diagrams for building and installing seat and seat and motor attachments. Ship. wt 16 lbs. **Retail $49.95**

Utility Boat

3465A2667 -Two-man dinghy 7'x4'x15" high. Double gauge extra heavy duty Blue laminated vinyl. Two oversized metal valves to separate air chambers for safety and easy inflation and deflation. Complete with Life Line and Inflator. Air mattress not included. Ship. wt. 14 lbs. **Retail $39.95**

Dual Wheel Cart

2761AF1800 For large HP motors. 14½" extra heavy duty uprights and large heavies handles. Nested. 10x4.75 dual wheels. Ship. wt. 34 lbs. F.O.B. Minnesota Factory. Sugg. Retail $29.95
3002AF1140 Motor Carrier. Heavy duty 14-in. uprights. Folds flat. 8x3.75 single semi-pneumatic tires. Recommended for up to 35 HP motors without electric starters. Ship. wt. 23½ lbs. Sugg. Retail $18.95

Three Step Boarding Ladder

3512A1080—Polished aluminum tubing is filled with styrofoam to prevent sinking. New 2¾" plastic steps with raised weave pattern for traction. 10-inch vinyl covered swivel hooks. 3 aqua steps. Ship. wt. 6 lbs.
Mfr's. Sugg. Ret. $18.00
3511A900 — Same as above with 2 steps.
Mfr's. Sugg. Ret. $15.00

WHITE BEAR WATER SKIS

F.O.B. Minnesota Factory

Designed for beginners as well as experienced ski enthusiasts. Permanent glue bond tip can never straighten. Special waterproofing. Made of tough resilient select lumber. Rudders placed for top maneuverability.

Tow Ropes (Not Shown)

Order with Skis

3651AF597—75' Deluxe ¾" polyethylene rope with both single and double handled bridle. Special vinyl covering on handles. Complete with plastic float and special rope adjustment for length. Wooden rope reel. Ship wt 4 lbs.
Sugg. Retail $9.95

3652AF537 - 75'—¾" polyethylene water ski tow rope with Saf-T-Tow handle. Ship wt 4 lbs.
Sugg. Retail $8.95

Novelty Shoe Skis
2168AF1550—29" Deluxe Shoe Skis. 20" long, 6" wide. Painted white with single rudder for control. Especially designed for experienced skiers. Ship wt. 8 lbs Ret. $25.50

4½' Child's Skis
3197AF1677 Lightweight spruce, 5¾" wide at the middle, tapering down from the bolt hole of the heel back for easy controlling. Easy for children to learn on. Finished in coral with contrasting design. Ship wt 10 lbs.
Retail $27.95

Super Deluxe Combination
3265AF4077—6' Fiberglass Covered Solid Ash Skis. Wood inlay down the center. Fiberglass finish. One ski has larger fin and extra harness for slalom skiing. Ship wt. 17 lbs.
Retail $67.95

3266AF2357—6' Fiberglass Covered Slalom. Same as above except (1) ski. Ship wt. 11 lbs.
Retail $39.95

Deluxe Slalom Combination
3199AF2637—6' Banana Combination of Solid Ash 6½" wide at center tapered ends. Skis ride well as a pair and as single slalom. High gloss varnish finish. Ship wt. 17 lbs Ret. $43.95

Deluxe Banana Slalom
3193AF1617—6' Slalom (1) Ski Made of solid Ash with a varnish finish. 6½" width at center tapered ends. 3" deep metal fin for top maneuverability. Ship wt. 10 lbs
Ret. $27.95

Laminated Pair Combination
3191AF2097—6' Laminated Banana Slalom Combination. High grade mahogany veneered coral ends, 6¼" wide at the middle tapering down at both ends. High gloss varnish finish. Ship wt. 15 lbs Ret. $34.95

Deluxe Varnished Outboards
3194AF2577 - 5½' Skis. These skis have a high gloss varnish finish with contrasting design. 5¾" wide, good for motors over 35 HP and for skiers weighing up to 200 lbs. Ship. wt. 16 lbs
Ret. $37.95

VOIT WATER SKIS & ACCESSORIES

F.O.B. California, Chicago, or New York Factory Warehouses

Tow Ropes (Not Shown)

2815AF90 — Deluxe Single Handle. Durable bright Yellow polyethylene fibers 75' length, ¾" diameter Hardwood handle. Ship wt. 2 lbs. Not sold separately, available only with purchase of Voit skis.
Retail $5.00

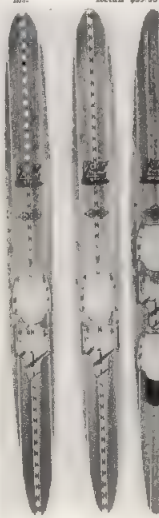
2816AF360 — Deluxe Double Handle. Same as above but designed for slalom skiers.
Retail $6.00

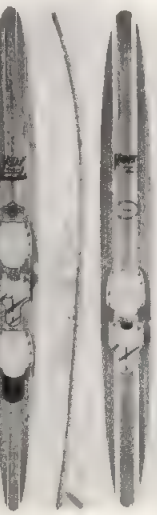
(A) 3267AF3600 — WS26 — 5'11"x6¾" Outboard Fiberglass Banana Pair Skis. Durable, hand-crafted, genuine fiberglass cloth bonded with transparent resin. Inlaid hardwood Diamond design with two Maple pin stripes showing through deep, hard, mirror finish. Fiberglass over inlaid Mahogany, laminated toe, deluxe White Neoprene binding, "Bone" White rudder. Ship wt. 15 lbs.
Retail $60.00

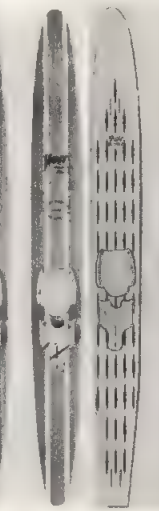
3268F2220 — WS86 — 5'11"x6¾" Banana Shape Fiberglass Slalom. Same as above except (1) ski. Ship. wt. 10 lbs.
Retail $37.00

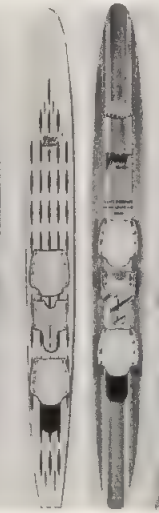
(B) 3269AF2100 — WS88 — 5'11"x7⅜" Banana Peel Slalom Water Ski. Full "rocker" action plus extreme width gives the smoothest ride. Select Mahogany top with Ash inlay, Airplane Spruce bottom, full length hardwood spline, deluxe White Neoprene binding. Satin finish metal rudder. Four Maple pin stripes. Finished with deep gloss Plasticene. Ship. wt. 9 lbs.
Retail $35.00

(C) 3270AF2400 — WS24 — 5'11"x7⅜" Pair Banana Outboard Water Skis. Select Mahogany and Ash inlay, laminated toe, deluxe, White Neoprene binding, "Bone" White rudder. Natural finish. Ship. wt. 14 lbs.
Retail $40.00









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(D) 3823AF2406—WS82 Modified Conversion Pair. 5'10"x6¾" Select Airplane Spruce finished in a beautiful Gold and Black diamond pattern. Gold anodized hardware. Extra mounted toe piece and metal skeg included. White Butyl bindings. "Bone" White rudder. Ship. wt. 16 lbs
Retail $40.00

(E) 3474AF1880—WS87—5'11"x7¾" Ski-Plane Banana Slalom. Select Mahogany with inlaid Ash. Natural finish. A new thrill for the expert. 10% upturned aft plane for greater lift, less drag. Tops all models in maneuverability, controllability. White Neoprene bindings. Laminated toe. Satin brushed metal rudder. Ship wt. 9 lbs.
Retail $35.00

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Jam packed with new ideas—new designs—and sets featuring such nationally advertised and known characters as...

Barbie†

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Beany & Cecil††

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play block sets

musical instruments

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OFFICIAL Chatty Cathy® BED

Yes, its the Official Chatty Cathy® Bed,—Beautiful Colonial Pencil Post Design — made and sold by *Susy Goose*® and licensed by Mattel as her official bed.

® REGISTERED TRADEMARK

THISTLE
LOA 17'
Beam 6'
S/A 175 sq ft
Spruce or aluminum mast

HIGHLANDER
LOA 20'
Beam 6' 8"
S/A 225 sq ft.

TARTAN 27
HIGHLANDER
THISTLE

Satisfaction Unlimited

TARTAN 27

LOA	27'	Draft	3' 2"
LWL	21' 5"	S/A Sloop	372 sq. ft.
Beam	8' 7"	S/A Yawl	394 sq. ft.
Sleeps	5	Universal Atomic 4	

Be it highly competitive racing, relaxing day sailing or cruising the answer to your desire is here. Top design — proven in keenest competition assures satisfying sailing to you. And even to the most fastidious, DOUGLASS & McLEOD built boats reflect quality construction, finish and fittings. When you join the ever-growing hundreds of sailors of DOUGLASS & McLEOD built boats, your satisfaction will know no limits

Tartan 27 — introduced a year ago — is her first year lived up to her designer's expectations and her builder's hopes. This *Sparkman & Stephens* designed 27' keel-centerboard auxiliary proved her performance ability by consistently winning in keenest competition both on the Coast and on the Lakes. Her roominess, unique interior arrangement and the completeness of her fittings and accommodations gave countless gratifying days of cruising pleasure to her owners. Her design — proven performance rugged fiberglass construction — careful attention to details — the completeness and quality of her inventory offer to you, too, a boat to be enjoyed to the utmost

Talk to *Highlander* owners. They will enthusiastically recount stories of keen and especially lively racing — or they will recall the joys of day sailing and even limited cruising. Here truly is 20' of versatile boat. Broad of beam, wide decks, deep cockpit with comfortable seats. Your choice — either fiberglass or molded plywood — as a complete boat or in kit form. Whatever your choice — an exhilarating spray flying romp in a freshening wind . . . joyous hours of relaxation at its best in gentle breezes . . . the zest of competition in exciting races — these are for you in a *Highlander*.

Thistling is synonymous with exhilarating sailing — with keenest competition. Put her on the wind . . . feel her take command of the seas and eat out to weather — start the sheets and slam her into a plane! Here truly is small boat sailing at its best — either locally or with trailer on a district or even national basis. Like Highlanders, closely adhered to class rules keep this strictly a one-design boat. Earliest built *Thistles* consistently sail on even terms with the newest. Ability, not boat, counts — your original investment is maintained — something for both individual or club to consider. Hulls are molded plywood or fiberglass — as completed boat ready to sail or as easy-to-finish kit form.

Additional select dealerships available
As a step to unlimited satisfaction from sailing see your nearest dealer or write for details.

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EXPERIENCED DESIGN-SURVEY SERVICE

"Individualized Designs for Unregimented Yachtsmen" is the slogan of Atkin & Co., Darien, Conn., yacht designers and surveyors. Specializing in wholesome, practical motor and auxiliary sailing design since 1906 the Atkins have built a reputation on successful vessels and look with pride at the accomplishment of James Stark who recently completed a world cruise in the 34-foot, double-end cutter Vixen developed by their office.

Among designs now under way by Atkin & Co. are a 69-foot offshore motor cruiser for Don D. Eckis of Miami; a 44-foot double-end motorboat for George Enges of Los Angeles; a 30-foot loa, shoal draft Atkinized, Sea Bright skiff of aluminum construction for Robert Moore of Indianapolis; a 35-foot, double-end, world cruiser for R. W. Morris of the New Hebrides; a 30-foot loa, round bilge, fast motorboat for Robert Wadds of Toronto; a 42-foot auxiliary ketch for A. V. Weltscheff of Bogota, Columbia; a 45-foot cutter for sailmaker Rupert Broom of Seattle; a 25-foot auxiliary, clipper-bow schooner for Robert I. Ward of Florham Park, N.J.; a 24-foot trailer-cruiser for Dr. H. S. Holleran of Westfield, Mass.; and a 35-foot double cabin, deadrise motorboat for Tom Robins, Darien, Conn.

Consultation regarding Atkin boats building in Japan, Norway, Spain, the Philippines, Canada, as well as numerous others under construction in this country, is included among their services. Matters pertaining to new construction, rebuilding, repair and engineering desired by professional and amateur builders are taken under advisement.

Yacht surveys, or pre-purchase condition inspection, of wood, steel or composite motor and sailing yachts constitute a constantly growing activity. Professional, unbiased opinion on structural problems, hazards, investment, are included in written reports prepared in the interest of the client after a thorough condition inspection.

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SEE OPPOSITE SIDE FOR SET COMPOSITIONS AND WEIGHTS

MAYAN In symbols of an ancient culture, a blend of muted green, turquoise and browns. Dinner plates, saucers and salads are decorated. Solid-color pieces echo the turquoise.

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TIKI Polynesian inspiration Cups and soup bowls are ochre yellow color-on-color; decorated dinners, salads, saucers, platter.

25-1256 W 53 pc Service for 8 . . . . Pay Only **33.67**
25-1264 W 79 pc. Service for 12 . . . . . Pay Only **49.97**

BATIK Art form from India Cups and soup bowls are lavender color on color; decorated dinners, salads, saucers platter

25-1272 W 53 pc. Service for 8.. . . . Pay Only **33.67**
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LORELEI Tender leaves in delicate blues and olive greens Decorated dinner plates; other pieces, dawn blue and tint white.

25-3336 W 53 pc
Service for 8 . . Pay Only **19.97**
25-3344 W 79 pc
Service for 12 Pay Only **33.67**

GIGI Soft petals in lavender and mist blue on slender golden stems Decorated dinner plates; other pieces, lavender and tint white.

25-3310 W 53 pc.
Service for 8 Pay Only **19.97**
25-3328 W 79 pc
Service for 12 Pay Only **33.67**

PARIS SPRING Fresh flowers in golds oranges, with sketches of sandalwood. Decorated dinner plates; other pieces, ochre yellow and tint white.

25-3260 W 53 pc
Service for 8 Pay Only **19.97**
25-3278 W 79 pc
Service for 12 . Pay Only **33.67**

FAIR OAKS Dramatic leaf motif in browns, pumpkin orange and touches of rust. Decorated dinner plates; other pieces, sandalwood and tint white.

25-3294 W 53 pc
Service for 8 Pay Only **19.97**
25-3302 W 79 pc
Service for 12 Pay Only **33.67**

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MODERN CHAIRS

CLASSIC DESIGNS
LUXURY FEATURES

(Left) 12877F3688—Cozee Curl-Up Chair with extra long curl-up seat depth. This comfortable, modern styled lounge chair has a barrel back and button tufted seat. Frame is of solid hardwood, double doweled and corner glue blocked **Walnut Finish.** No-sag spring base covered with burlap webbing and permalator. ¾" Polyester foam and cotton seat. Upholstered in heavy nylon-supported plyhide in either **White, Oxblood, Dark Green, Russet, Gold, Palm Green, Black, Coral or Turquoise.** 29"W x 28"D x 27"H 21" between arms, overall depth 39". Ship. wt. 45 lbs. **Specify Color. F.O.B. Ohio Factory.**
Sugg. Retail $58.95

(A) 12876F3013—Captain's Chair. The inspired Danish Modern styling of this chair makes it adaptable for any decor. Constructed of solid select Elm with hand rubbed **Nut Brown or Black Lacquered finish.** Brass knuckles join arms and front posts. Seat constructed of prelli webbing; 1" polyfoam and layer of cotton. Back rest also of polyfoam. Upholstered in heavy cloth-backed Masland Duran in **Black, White, Ginger, Bisque, Mint Green, Oxblood, Grey, Red, Turquoise, Dark Green, Rawhide, Gold or Tangerine.** 24" W x 29" H seat depth 18" Ship wt. 25 lbs. **Specify Color and Finish. F.O.B. North Carolina Factory.**
Sugg. Retail $48.50

(B) 13905F4531—Occasional Chair This sleek modern chair will add style to any room. Constructed of select solid Elm with **Nut Brown or Black Lacquer Finish.** Cane panel back. Base construction of steel rod and bobbeals with covered felt pad. Seat of foam rubber upholstered in a heavy two-tone nubby cotton **Tapestry** in Champagne, Spruce, Charcoal Brown, Orange, Blue or Spice or in leather-like **Plastic** in Black, White, Ginger, Bisque, Mint Green, Oxblood, Grey, Red, Turquoise, Dark Green, Rawhide, Gold or Tangerine. 26" W. x 20½" D. x 29½" H. Ship. wt. 20 lbs. **Specify Fabric, Color and Finish. F.O.B. North Carolina Factory**
Sugg. Retail $72.50

Molded Upholstered Chairs—Adjusta-Hite Table by THADEN

The bodies of this "Dynamic" group are laminated from many layers of Hessian Cloth impregnated with polyester resin. They are unaffected by extremes of temperature and are highly resistant to moisture. A soft textured Black fabric outside cover is integrally molded into shell bodies. Inside shells are padded with polyfoam throughout. All chairs are available in nubby textured tweed fabric in **Char-Brown, Blue, Gold, Beige, Black, Turquoise or Persimmon.** Also available in **Palomino** elastic plastic in **Olive, Light Blue, Tan, Persimmon, Mustard, Sand, Black or White.** Samples furnished upon request. **F.O.B. North Carolina Factory.**

(E) 12878F2495—Armless Chair with Black tubular metal base. 19½"W. x 22"D x 30"H. Ship. wt. 18 lbs. **Specify Color and Fabric.**
Sugg. Retail $39.95

(F) 12879F4073—Arm Chair with Walnut, Black or Mahogany wood base 26" W. x 27" D. x 27" H. Ship. wt. 25 lbs. **Specify Finish, Color and Fabric.**
Sugg. Retail $72.40

(G) 12880F4064—Adjusta-Hite Table. Can be adjusted to any height between 17" to 29½", 36" diameter plastic top in Walnut or White . . . heat and stain resistant. It is a lazy susan top when in low cocktail position, but can also be locked. Wrought iron base in either Black or White enamel finish. Legs have self levelers. Ship. wt. 50 lbs. **Specify Top and Base Finish.**
Sugg. Retail $69.50

(H) 13905F4731—Armless Scoop Chair with Walnut Black or Mahogany finish 24" W. x 29" D x 30" H. Ship. wt. 44 lbs. **Specify Fabric, Color and Finish.**
Sugg. Retail $84.10

(J) 12882F2495—Armless Chair with Walnut, Black, or Mahogany wood base 19½" W. x 22" D. x 30" H. Ship. wt. 18 lbs. **Specify Finish, Color and Fabric.**
Sugg. Retail $39.95

(K) 12883F2495—Swivel Armless Chair with Black metal base. 19½" W. x 22" D. x 30" H. Ship. wt. 18 lbs. **Specify Fabric and Color.**
Sugg. Retail $39.95

(L) 12884F4073—Swivel Arm Chair with Black metal base 26" W x 27" D. x 29" H. Ship. wt. 28 lbs. **Specify Fabric and Color.**
Sugg. Retail $72.40

No C.O.D. Orders Accepted on Factory Shipped Merchandise

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Sugg. Retail $72.50

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Sugg. Retail $69.50

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Sugg. Retail $84.10

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Sugg. Retail $39.95

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CAPITAL STEERING SYSTEM

■ Capital Enterprises, Oak Park, Mich., has a new mechanical steering system for outboard motors, outdrives, and inboards. Using a thread or screw principle, it operates a single cable with 10" travel for maximum steering ease. This unit takes only 3½" x 4½" of the instrument panel to mount, leaving ample room for additional equipment on the dash. Cable length is not critical because surplus cable loops forward below deck. 17' cable is the minimum standard length. The wheel moves in or out 8 inches for comfort at the wheel, in both sitting and standing positions.

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BOWERS MARINE SPARK PLUG

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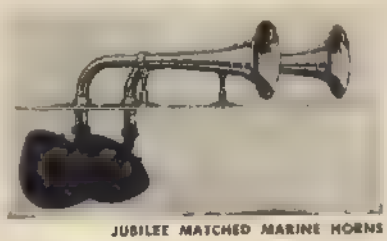
The Albatross pulpit rail for boats from 25' to 50' has chromed brass pipe construction, and adjustable deck flanges. Length is 6', height 32".



JUBILEE MATCHED MARINE HORNS

ARTHUR SPLICING TOOL

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Motor units are mounted at an angle and are vented to prevent accumulation of water and resultant corrosion. Above-deck parts are brass, heavily chrome-plated. Under-deck parts are steel, cadmium-plated under black enamel. Available in 6- and 12-volt models.

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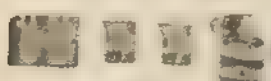

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Unique new urethane foam-filled, fibrous glass-shell buoys are solving two age-old, perplexing problems faced by the people responsible for maintaining waterways and navigational aids.

These problems are buoy sinkings by pranksters with .22 rifles, and the constant need for maintenance against the deteriorating effects of water and damp air.

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Can and nun buoys from Navesink Laminating. Their resin pigmented fiberglass shells are filled with Nopco Chemical's Nopcofoam, the same material used in Navesink Laminating, Ltd. dinghies and small sailing craft. They will replace old New Jersey Bureau of Navigation buoys.

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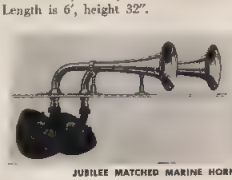

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TINKER ZOO!

THE ALL NEW IDEA IN CONSTRUCTION SETS FROM TINKERTOY!

Sweeping the country. Wise dealers who stocked early are already on their third and fourth re-order. Fun for all ages . . . pliable plastic pieces with polished wood dowels make endless animals, fish, and monsters.

EXTRA SALES! PULL TOYS . . .

Every one designed for plus play value. Toy Tinkers acceptance and extra quality, too.

EXTRA PROFITS! STACKING TOYS . . .

With the Toy Tinkers name and inspired design, they sell themselves . . . like all Toy Tinker products . . . the very best quality for the money

ORIGINAL TINKERTOY

THE THOUSAND TOYS IN ONE!

8 sizes to fit every purse, from popular sets well under a dollar to the brand new electrified super sets. Stock them all . . . they SELL!

TV! SEE TINKERTOYS ON CAPTAIN KANGAROO

All popular Tinkertoy products will be featured on the CBS network...every week...September thru Christmas.

TOY TINKERS
Evanston, Ill.

A DIVISION OF *A. G. Spalding & Bros., Inc.*

Excitingly different, creative...

TOYS

The Fast Selling

ORIGINAL

TINKERTOY

Line for 1962

NEW! TINKER ZOO

Lead your sales parade with Tinker Zoo! Even a three year old can build all sorts of fantastic creatures.

Flexible plastic shapes act as connectors and give colorful form to models. Wood and polyethylene parts are colorsafe. Here is the toy that sells on sight. Two canister models and a special rack set. Ready for immediate delivery.

NEW! ELECTRIC MOTOR TINKERTOY

Your customers demanded it . . . so here it is. A giant size Tinkertoy with its own specially designed American made motor. A.C. current, no transformer needed. UL Approved.

"SKITTER SKATTER" SKILL GAME PRODUCED BY STUART

'Skitter Skatter," a new Stuart action toy, combines play value with competitive sport. It is said to appeal both to children and adults.

The object is to twirl the spinner so it stops in the slot with the highest point

value. Variations of the game involve inserting pegs in the slots.

The game is packaged in a sparkling three-color container box with a transparent plastic window for complete visibility and pilfer-proof protection. Measurements are 14¾" by 8¾" by 1¾".

Suggested retail is $1.98, packed in dozens; the shipping weight is 8 pounds. For further information, refer to #625, Stuart Manufacturing Company, 335 W. Fifth Street, Cincinnati 2.

'62 AMERICAN DOLL & TOY CATALOG FREE ON REQUEST

The 1962 catalog recently published by American Doll & Toy marks a break with the past. A diversified product line including dolls, toys, games and sports equipment is shown in the 16-page, four-color catalog.

AD&T's doll-of-the-year appears to be Little Miss Echo, the doll you teach to talk. A three transistor circuit with continuous magnetic tape enables Little Miss Echo to play back your words for almost half a minute. Battery operated Baby Babbles, who speaks 11 different phrases at random, and Pitti Pat, the heartbeat doll—complete with stethoscope—are the "electronic" numbers in the doll line.

Accompanying those three are the new handsomely packaged Tiny Tears, Toodles, Sweet Sue and Betsy McCall.

The boy-toy leader is the Dick Tracy two-way wrist radio. Long a comic-strip favorite, it is now available as a precision electronic instrument. Other toys in the Tracy line are an electronic target game and the official Dick Tracy transistor radio.

AD&T's recent diversification into toys and games as well as dolls is illustrated by the inclusion in their line of Pee Wee Ping Pong, designed for smaller rooms and apartments; Clay 'N Eggs, creative play for the smaller child; and Dollars 'N Sense, a spinner game which teaches thrift and explains coinage. The game is accompanied by a primer book titled "All About Money."

For a complimentary copy of the new AD&T catalog write. American Doll & Toy Corporation, 1107 Broadway, New York City 10.

Tonka's 3 Jeep Models Displayed In Lobbies of "Hatari" Theatres

The "Jeep" numbers from Tonka Toys Inc. have been the "hottest" items in this popular line in his territory, according to Earle Colee, Colee Sales, Tonka representatives in California and Nevada.

A contributing factor, Mr. Colee believes, was the successful promotion carried out in California in conjunction with Paramount Pictures Corporation on the release of the film "Hatari," a Howard Hawke production starring John Wayne which deals with the capture of live wild game in Africa. The modern "bring 'em back alive" hunter uses jeeps rather than horses from which to lasso his quarry, and the most exciting scenes in the film feature these sturdy little vehicles in action.

Details of the promotion included theater lobby displays of the Tonka "Jeep" models—the "Dispatcher" and the "Universal," which are featured in the film—and the Surrey, window streamers distributed by jobber salesmen to toy dealers, and a special wrapper for use on Tonka "Jeep" model boxes tying in with the film. A children's matinee was arranged by a Bay Area jobber when the picture was released in San Francisco with Tonka "Jeeps" featured as give-aways.

A supply of Tonka "Jeeps" also accompanied John Wayne and his company when they flew across the country to make personal appearances at the sneak previews of "Hatari."

New Penn Line Factory Building Gives Firm 3 Times More Space

Above is the new Penn Line Mfg. Company building at 225 S. Washington Street in Boyertown, Pa. Floor space is almost three times that of the old building, but due to the company's entry into the race car market, space is said to be already at a premium. Several new molding machines have been purchased, and the plant reports it is operating around the clock to take care of the orders on hand.

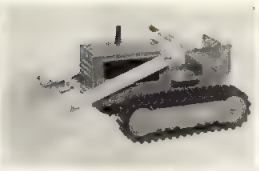
From the start of the fiscal year on April 1 until June 20, sales had already reached the total volume done in all of 1961, according to Penn line.

Shipments of the new train line started in April, termed the earliest delivery in company history. Production has started on the complete line of racing car sets and they were to be on the jobbers' shelves in July.

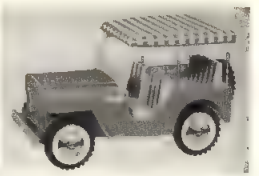
An eight-page full color train catalog, a four-page full color race car catalog, and a four-page order blank and checklist are available.

Corky Tenberg, Penn Line sales manager, reports the company now has nationwide, as well as overseas, sales representation.

Camper, $5 list



Loader, $4 retail



Jeep Surrey $3.50 list

Tonka Adds 13 New Numbers, 4 New Sets

The world-famous Jeep vehicle forms the pattern for several innovations in the Tonka Toys fleet for 1962.

While the manufacturer last year became a publicly-owned corporation with a new president and additional vice-presidents, established sales and earning records, and expanded their production facilities by some 50,000 square feet—the new line of scale model steel vehicles reportedly underwent equally important innovation, growth and variation.

Thirteen new models and four different sets (there are 21 popular carryover models and two additional sets) highlight Tonka's 1962 fleet, which underwent cab and grille styling changes but maintained its playproof structural design.

Tonka's New York showrooms—rooms 1000-1004 at 200 Fifth Avenue will display the complete line during the Toy Fair

The Jeep Surrey is perhaps the most novel and attractive of four Tonka Toys patterned after this internationally known all-purpose vehicle. The most colorful of all, this model has gaily striped seats and a top festooned with cloth fringe. White sidewall tires, shiny "chrome" wheel discs and a removable spare tire add authenticity. The suggested list price is $3.50.

Other Tonka Toys in the Jeep family include the Jeep Dispatcher, an authentic model of the vehicle noted for its stamina and utility, listed at $2; Jeep Universal, a fully-equipped replica with side mounted, detachable spare tire, white sidewalls, chrome discs and a trailer hitch, $2.50; Jeep Runabout, a sporting combination featuring a jeep vehicle and a realistic runabout boat and outboard mounted on a tandem-wheel trailer, $5.

With Tonka's Camper, boys can be in step with their outdoor-minded parents. This "campground" on wheels provides a facility for traveling, storing equipment and camping. With a back panel that swings out for loading and five windows that slide open for ventilation, the Camper rolls on a realistic truck body with white sidewall tires. Its suggested list is $5

And for the make-believe fleet operator, Tonka has designed the Luggage Service, a replica of vehicles common to transportation terminals. An all-steel tractor, with dual rear wheels and reinforced front end, plus a detachable steel trailer that carries five polystyrene suitcases make up this versatile unit, which lists for $4. The all-purpose Tractor is available separately for $2.50

Another service vehicle, the inexpensive Ser-Vi-Car resembles the tri-wheel units that scoot from place to place with small deliveries. In addition to steering like the real thing, the Ser-Vi-Car has a dump box and is equipped with seat and rubber tires. The list price is $2.

Bulldozers work to advantage in two heavy equipment models the Dozer Packer and the Loader, both of which have suggested list prices of $4. In the first unit, the Dozer—a heavy-duty model with deep-grooved treads and adjustable blade—is combined with a realistic Packer. Rolling on 11 rubber tires, the detachable Packer has a side-mounted lever which opens the bottom to permit fine spreading while packing make-believe highways.

The Loader makes possible countless play situations. Mounted on a Dozer, the loading mechanism can be raised by operating a lever and the load dumped by tripping a release on the bucket.

A style-side truck with a detachable sideboards and snap-open tailgate, the Jet Delivery is another of the new models packed with play value. It lists for $4.

With its variety of new models, Tonka has expertly grouped them in combinations giving rise to four new sets

The Super Service features a new Wrecker with a heavy-duty operating winch, the Jeep Dispatcher, Ser-Vi-Car, a a Stake Trailer and a Box Trailer. The play combinations with this set, which lists for $12, are said to be nearly unlimited

Airport Service, another versatile set, features the Tractor and two trailers with 10 pieces of luggage, the Jeep Universal and a Ser-Vi Car. Suggested list: $10.

TINKER-ZOO SETS FOR MAKING REAL AND IMAGINARY ANIMALS

A colorful and distinctive creative toy for both boys and girls by the makers of the world-renowned Tinkertoy construction sets makes its introduction to the toy trade at the Toy Fair in New York City.

This new construction toy is used to build all sorts of figures ranging from farm and zoo animal favorites to imaginative creatures from outer space. Employing colorsafe wood rods and brightly-colored plastic shapes, Tinker-Zoo is simple to use, packed with fun, and educational as well.

Easy enough for a three-year old, Tinker-Zoo even amuses and challenges the imagination of adults, so it's fun for the entire family. As with Tinkertoys, children can build by color association, and do not need to be able to read in order to follow diagrams in the direction book.

Tinker-Zoo comes in two popularly-priced sizes, $1 and $2, both in cannister containers, and is also available in a 98¢ rack package.

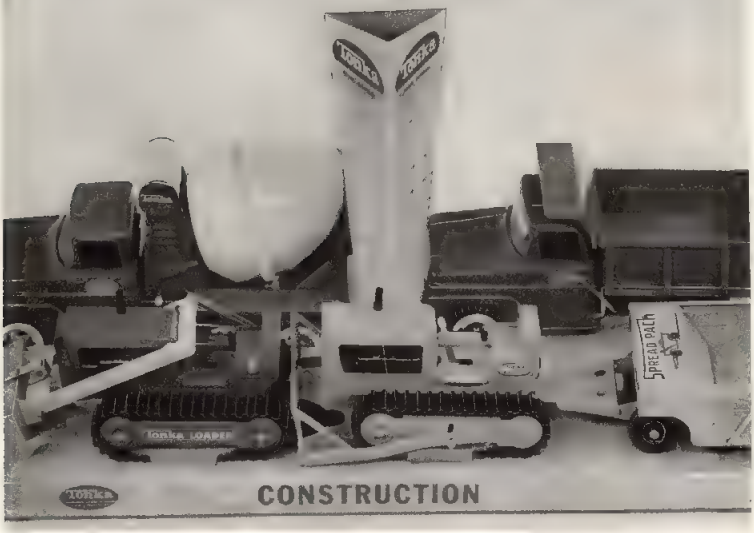
HEDSTROM-UNION CO. ANNOUNCES FOUR NEW REPS AND A RETIREMENT

The Hedstrom-Union Company, Fitchburg, Mass., has announced the appointment of several new representatives to their sales force.

They are: Nathan Sharon, Oak Park, Mich. (Michigan); Richard Crozier, Gardner, Mass. (Connecticut), and Orman A. Hon, Denver (Colorado and Wyoming). In late 1961, Joseph Franklin, Winston-Salem, N. C., was also appointed, to cover the Carolinas.

Hedstrom has also announced the retirement of Wilbur (Bill) Longden, a longtime Hedstrom and Oak Hill Company sales representative. Mr. Longden joined Hedstrom about 28 years ago as an advertising consultant; for the past 16 years he has been in sales, first covering Maine, New Hampshire and Vermont, and, more recently, Rhode Island and Massachusetts.

Trademark of the "Tonka Touch"



SHOWMANSHIP!

With its 1962 line of toys, Tonka introduces a new sales-catching display for its packaged sets. It is a display pack that easily converts into an attractive display. The towering pylon catches the customer's attention and the realism of the toys holds it. The result is increased sales of *both* packaged sets and individual toys.

Tonka's Construction set is shown above. Every unit is fully operational. Cement Mixer is geared to turn as truck moves. Mixer assembly can be raised. Dump Truck spreads or dumps. Bulldozer, with 3-position blade, pulls fine-spreading Packer. Loader raises bucket to full height and dumps load. All toys are made of steel. Individually packed display pack is 30⅝″ long, 8″ high, 15¼″ wide, weight 16 lbs. Suggested retail $19.00.

part of a child's world Tonka

NEWS OF THE TOY INDUSTRY

13 models, 4 sets added to Tonka's '62 line

As exciting as the corporate developments at Tonka Toys, Inc., during the past year are the new and unusual toys developed by this company for 1962. The world-famous 'Jeep' vehicle forms the pattern for several innovations in the Tonka fleet.

Whereas the manufacturer became a publicly owned corporation with a new president and additional vice president established sales and earning records, and expanded production facilities by some 50,000 sq. ft. — the new line of scale model steel vehicles underwent equally important innovation, growth and variation.

Thirteen new models and four different sets, there are 21 popular carryover models and two additional sets, highlight Tonka's 1962 fleet, which underwent cab and grille styling changes but maintained the playproof structural design.

Tonka's New York showrooms—Rooms 1000 - 1004 at 200 Fifth Avenue — will display the complete line during the Toy Fair.

'Jeep' Surrey (illustrated below) is perhaps the most novel and attractive of four Tonka Toys patterned after this internationally known vehicle.

Other Tonka Toys in the 'Jeep' family include the 'Jeep' Dispatcher, listed at $2; 'Jeep' Universal, at $2.50; 'Jeep' Runabout, at $5.

With Tonka's Camper, boys can be in step with their outdoor-minded parents. This "campground" on wheels provides a facility for traveling, storing equipment and camping. With a back panel that swings out for loading and five windows that slide open for ventilation, the Camper rolls on a realistic truck body with white sidewall tires. Suggested list price is $5.

And for the make-believe fleet operator, Tonka has designed the Luggage Service, a replica of vehicles common to transportation terminals. An all-steel tractor with dual rear wheels and reinforced front end plus a detachable steel trailer that carries five polystyrene suitcases make up this versatile unit, which lists for $4. The all-purpose Tractor is available separately for $2.50.

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$1 million expansion for Bradley

Bradley Industries, Inc. of Chicago, Illinois and, a prime producer of molded plastic boxes and containers, has entered into an expansion program for the coming eighteen months involving one million dollars. The initial step was taken on December 15, 1961 when Bradley broke ground for their new $500,000 plant in the Franklin Mannheim section of the Clearing Industrial District, Inc. The new edifice will occupy 50,000 sq. ft., on a parcel of land comprising 150,000 sq. ft. the additional footage is being held for future expansion. The new plant will feature tempered air for year 'round air conditioning, floor level loading for truck and rail facilities and a silo type installation for bulk material handling. All office, warehousing and production will be housed on one floor in the new plant.

In keeping with its expansion program Bradley is going to facilitate production with new automated plastic molding equipment. Consultations are being held at the present time and it is anticipated that the new equipment will be available at the time the building is completed.

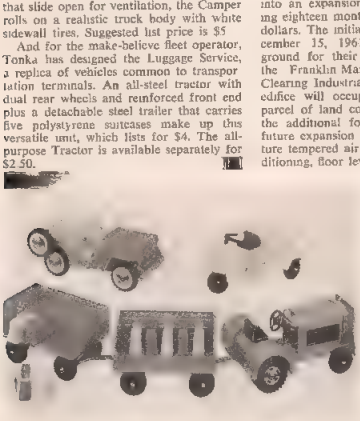
Additional funds are being set aside for a new tooling program, which, coupled with the above, will give Bradley the ultimate in the production of plastic boxes and containers. 70,000 shares of common stock have recently been offered to the public, in behalf of Bradley, through D.E. Liederman & Co., New York. The proceeds from the sale of the stock is being used for the 1962 program and future expansion, according to Morris Nozette, president.

Barry Toycraft acquired by St. Paul Corrugating

St. Paul Corrugating Co. of St. Paul, Minn., has acquired Napco Industries' toy division which includes the Barry Toycraft Company. Former Napco and Barry Toycraft personnel have joined St. Paul Corrugating and will supervise Barry Toycraft sales and production. Marvin Sinykin, formerly Napco Toy Division sales manager, has been appointed by SPC as division manager of Barry Toycraft.

The following sales organizations have been retained as sales representatives for Barry Toycraft as of this date: J. H. Gross & Associates, Boston, Massachusetts; Harmore & Co., New York, New York; Russell D. Jessee Co., Atlanta, Georgia, Gaston & Anderson, Dallas, Texas; Samuel G Shulman Associates, Detroit, Michigan; John P. Keleher, Chicago, Illinois; Les Taylor, Minneapolis, Minnesota; and Fred McDonald, Los Angeles, California.

Barry Toycraft will introduce a number of new toys at the coming Toy Fair. New bob sleds and carrousels will highlight the Barry Toycraft displays in the New Yorker Hotel, room 1025, and in the Herald room on the third floor of the Hotel Governor Clinton Barry Toycraft items are on permanent display in room 361 at 200 Fifth ave., New York.



Airport Service, one of Tonka's four new sets, features the tractor and two trailers with ten pieces of luggage, a jeep and a Ser-Vi-Car. Set carries a suggested price of $10.

'Jeep' Surrey has gaily striped seats and a top festooned with cloth fringe, white sidewall tires, etc. Authentic, scale model Tonka toy will carry a suggested list price of $3.50.

A
CHEERY
HOLIDAY
TO
ALL
Tonka
FARMS

does the horsepower race really have an effect on your *customers?*

Depends on the mood they're in—! This fellow is more interested in the fact that these authentic Tootsietoy replicas of famous Classics helped replace horsepower, rather than their current speed ratings. Tootsietoys have been selling to five generations of Americans—long before the automobile came along. Today, Tootsietoys, through the Toymanship concept, continue to remind people to "TAKE A TOT A TOOTSIETOY TODAY," with year-round ads in Life Magazine and Parents' Magazine.

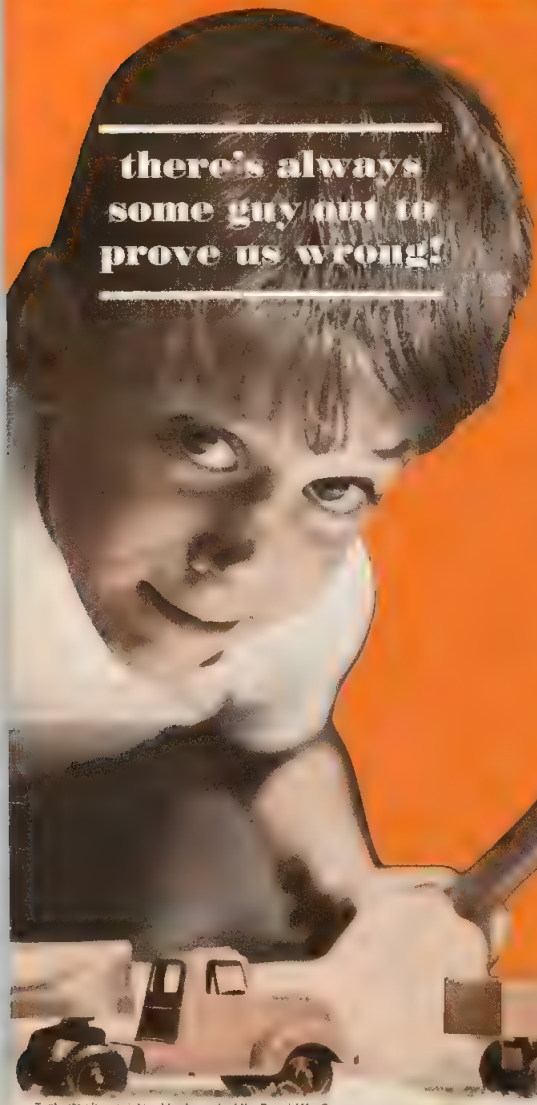
Today, as in the past, Tootsietoys are created, manufactured, packaged and displayed to assure you the fastest turnover and highest profits possible.

Write for catalog: **DOWST MFG. CO.**
600 N. Pulaski Rd., Chicago 24, Ill.

tootsietoy® is toymanship

Tootsietoy is a registered trade mark of the Dowst Mfg. Company

tootsietoy



. . . but even this fellow will have a hard time. When we say "Tootsietoy toys are unbreakable," we mean under usual circumstances . . . now, is this a usual circumstance? Tootsietoy products have been friend and companion to five generations of young Americans . . . no safer, more dependable toys have ever been made. The longer play value of a Tootsietoy toy is a tradition that goes back 85 years.

As a part of the Toymanship concept, the Tootsietoy products you sell today offer lasting quality and value, impressive packaging and display — aggressive advertising and merchandising, and are among the fastest selling, quickest turn items in the toy business! Remind your customers to "TAKE A TOT A TOOTSIETOY TODAY."

Advertised in Life and Parents' magazines.

Write for catalog: [redacted]
600 N. Pulaski Rd., Chicago 24, Ill.

tootsietoy is toymanship

Tootsietoy is a registered trade mark of the Dowst Mfg. Company

I'll Trade You!

. . . a jackknife, two apples, a toad and three aggies for your

Tootsietoy truck!

Remember when trading was every youngster's favorite pastime? Tootsietoy toys were the most prized possessions you could own. Why, you wouldn't ever consider giving up your favorite Tootsietoy truck for a mere jackknife, two apples, a toad and three aggies—not even if they threw in a skate key! Trading may have lost its universal appeal — but Tootsietoy products are still the most prized possessions of kids . . . everywhere. Four generations of youngsters have coveted Tootsietoy toys and even today they wouldn't trade them for anything!

As part of the Toymanship concept, the Tootsietoy products you sell today offer lasting value and quality — impressive packaging and displays — aggressive advertising and merchandising, and are among the fastest selling, quickest turn items in the toy business! Remind your customers to

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tootsietoy®

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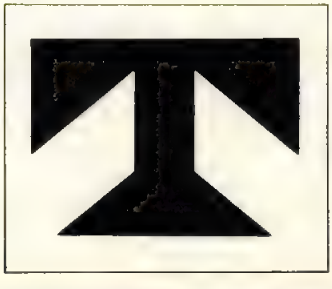


TORLEW America's Finest Custom Crafted Cruisers

When you consider the purchase of a cruiser an investment in luxury, *choose wisely!* You'll want your cruiser to give many years of pleasure at a minimum of expense. You're buying design, construction and performance. You'll want the *most for your dollar* — and *worth more* years later, too! An experienced boat owner, a fellow who's made a few costly mistakes, can tell you you'll find more *honest value* in buying TORLEW craftsmanship. Make your choice wisely and enjoy your investment. You'll always harbor a feeling of deep satisfaction that you received the *most for your dollar*. TORLEW custom crafted cruisers are built for years of dependable service — they're *America's finest!*

A complete line of cruisers, the 26-ft., 28-ft. and 31-ft. Sunchasers and 25-ft. Day Cruiser. Prices from $6,150.00 to $16,700.00.

All dealers are qualified for service, docking facilities and winter storage.

Write for the name of your nearest dealer.

TORLEW CORP.
GALAHAD ROAD HUDSON, WISCONSIN

on the RACING CIRCUIT

DAUGHTER DEFEATS MOTH CHAMPION

In the 16th Annual Fall Regatta of the Coconut Grove Sailing Club, Miami, Fla., former Moth Class international champion Lewis Twitchell was defeated by his 15-year-old daughter, Pat, in the three-race Moth event. Papa had to settle for third place; Scott Young, Miami, was second.

Charles Morgan, the versatile young St. Petersburg designer, sailmaker, and champion-maker (he is a Snipe champion, Florida State Windmill Class champion, and designer of Paper Tiger, the 1961 SORC winner), won the Windmill Class southern championship which was sailed as part of the regatta. The man who placed a close second, 20-year-old Dennis Snell, Gulfport, Fla., built the boat Morgan sailed.

Morgan, who was tied with Snell on points for first going into the third race, concentrated on staying ahead of Dennis, letting Roger Baur of Dunedin, Fla., win the race. Morgan and Snell finished 2—3, and that gave Morgan a one-point edge. This was the first time the 15½-foot sloops had raced in Miami and the 12-boat fleet was comprised entirely of out-of-town boats.

Another regional first was the Sunfish class participation in the regatta. Mike Scotti won; Lock Wood and Scott Pirie were second; and Bruce Blackman was third. All are Miami sailors.

In the race for cruising yachts, Jack Price won in Class A with the 40-foot yawl Comanche. Dr. Herbert Virgin was second with Electra and Lewis Oates placed third with Aalscholver. Pat Hamilton, Miami, won the Class B-1 cruising; Phil Phillips, Miami, Class B-2; Roy Love, Miami, Class C.

Of the remaining winners only one was not from Miami. She was Pat Duane, Delray Beach, winner in the Flying Dutchman Class. Others were: Raven, Victor Cribb; Catamaran, Chuck Lynch; Thistle, Jack Meyer; Blue Jay, Richard Wall; Snipe, Albert Kroeger; Pelican, Peter Branning; Lighting, Oscar Nelson; Jet 14, Clint Hamilton; Southeaster, Rick Grajirona; Star, Dave Coleman; Bullseye, Mrs. Finlay Matheson; Pram, Drane Reynolds.

FATHER AND SON WIN TEAL VICTORY

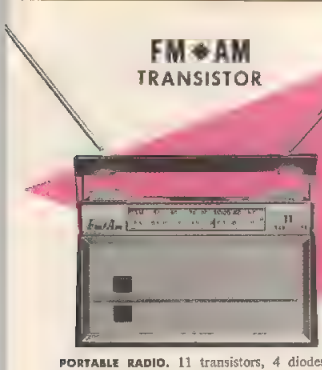
Two firsts and a second in the three-race series for the 1961 Teal Class championship was the winning performance of E. E. Stack and his father, E. M. Stack, at Case Lake, Mich. Ken Kort placed second and Bob Burns, Teal class winner in this summer's Detroit River Civic Center regatta, was third.

THREE KILO RECORDS SET AT PARKER, ARIZ.

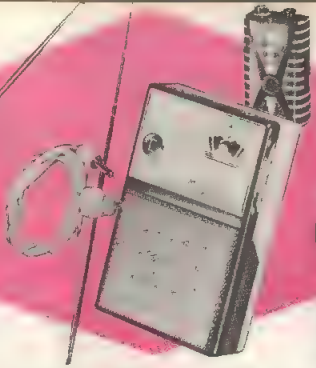
Two inboard and one outboard one-kilometer speed records were submitted for APBA approval after the second annual Parker, Ariz., winter regatta, Nov. 24-26, on the Colorado River.

For the first time a 135-cubic-inch hydroplane topped 100 mph for the route, when Kelly Schroeder, San Diego, drove Rod Maurer's Trample at 102.875. A jump from 88.797 mph (George Hartland) was registered for Cracker Box runabouts by Don Preston's Shagg, Calexico. It was clocked at 90.191 mph.

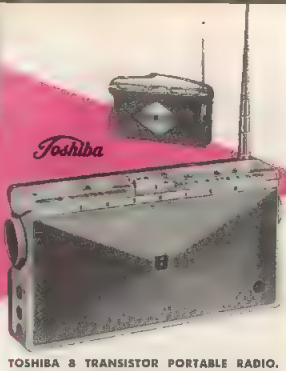
The 50-mph milestone for tiny M Class outboard hydros was passed as Richard Davidson, San Bernardino, sped 50.630 mph. The old mark, 44.360 mph, was set by Johnny Hawley. *(Continued on next page)*



PORTABLE RADIO. 11 transistors, 4 diodes. Super hetrodyne circuit, 4" speaker for perfect tuning. Dual telescoping antenna folds into handle. Batteries, earphone included. Ebony cabinet, silvertone grill. Top performance.
34K1164V [6450] Wt. 2 lb. 14 oz. Ret. **$85.50**

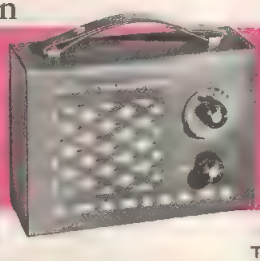


PORTABLE TRANSISTOR. This miniature 2 transistor portable radio offers top performance for a tiny price. Local stations only. Tops in listening enjoyment and clarity of sound. Modern styling. Lightweight
34K0036V [648] Wt. 2 lbs. . . . . Ret. **$13.95**

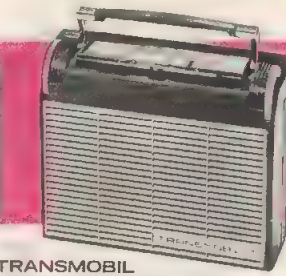


TOSHIBA 8 TRANSISTOR PORTABLE RADIO. 3½" perm. magnet speaker, 13-section telescoping antenna, built-in Ferrite core antenna. 2 bands: 540-1600 KC, 5.9-18 MC; pushbutton selector. Battery, earphone, case included. 2-tone
34K1055V [4872] Wt. 1 lb. . . . . Ret. **$64.95**

8 TRANSISTOR PORTABLE. Arvin designed and engineered for top quality, performance. Gives efficient, powerful operation under every signal condition. Genuine top grain chestnut leather. Batteries, earphone incl.
34K1166V [2997] Wt. 5 lbs. . . Retail **$39.95**



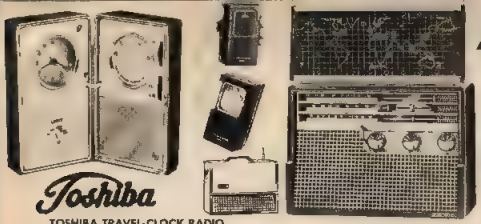
7 TRANSISTOR PORTABLE. Has 4-inch magnet baffled speaker for sound clarity. Features Ferrite rod antenna, 7 transistors plus diode. Genuine cowhide leather case in rich-looking brown. Top quality radio. *Retail*
34K1165V [1797] Wt. 2 lbs. 6 ozs . **$27.50**



8 TRANSISTOR PORTABLE CAR RADIO. Use in your car, convert easily to a portable! 8 transistors plus diode, push-button for standard or short-wave. Shock-resistant case, illuminated dial. Fits any car, truck.
34K1163V [5245] Wt. 5 lbs. . . Retail **$69.95**

ZEPHYR 9 TRANSISTOR PORTABLE. Finest reception up to 500 miles around. Sensitive ceramic tuner brings in each station with extra clear tone. Comes complete with earphone, 9-volt battery and carrying case. A quality radio to take with you wherever you go.
34K1066B [2188] Wt. 2 lbs. . . . . Retail **$34.95**

ZEPHYR 6 TRANSISTOR PORTABLE. Pint-size radio, full-size tone. Use as regular or with earphones. Super-heterodyne; no "fading, no blasting." Complete with carrying case, earphone, battery.
BATTERY [1488] Wt. 2 lbs. . . . . Retail **$24.95**
9 VOLT WET CELL BATTERY AND CHARGE UNIT.
34K1157V [248] **Double Your Radio Life!** Wt. 4 oz. . . Retail **$3.95**



TOSHIBA TRAVEL-CLOCK RADIO
Completely Transisterized

The world's first and only transistor travel-clock-radio. Incorporating imagination, skill and engineering genius in the production of an entirely new radio product. 6 transistor superheterodyne circuit. Automatic on-off clock switch. Automatic Wake-up buzzer alarm. Accurate clock. Push Button night dial light. Operates on Penlite batteries. With batteries and earphone. *Wt. 1 lb.*

No. 18-10J4490 . . . . . **$59.95**

ARVIN INTERNATIONAL II
3 Band, 7 Transistor Portable

A tremendously powerful radio that lets you eaves-drop on the whole world. Short wave band brings in amateur, international broadcasts, ship signals, etc. Long wave band receives marine weather, aircraft reports, etc. AM band plays standard programs. Operates on flashlight batteries. Tuned RF stage with 3 gang tuning condenser. Earphone jack. Adjustable tone control. Slide rule dial. 6" speaker 48° whip antenna. Pop-up "time zone" map. Log book included. *Shpg. Wt. 9 lbs.*

No. 18-11J6997 . . . . . **$100.00**

ARVIN 11-TUBE AM/FM STEREO RADIO

Magnificent hi-fi sound with two speakers. 5 x 7 in. woofer, 4 in. tweeter — reproduces stereophonically with amplifier-speaker (see description at right). Has 11 tubes including rectifier, push button controls, powerful transformer type AC chassis. Arvinyl and plastic in Black and Gray. Size: 8⅛ x 18¼ x 9 in. high. *Shpg. Wt. 20 lbs.*

No. 18-12J6997 . . . . . **$100.00**

AM-FM-STEREO COMBINATION with PUSH-BUTTON CONTROL!

MATCHING STEREO SPEAKER-AMPLIFIER
To be used with radio pictured at the left.

With 7 x 5 in. woofer, 4 in. tweeter, 4 tube chassis. Cable included. *18 lbs.*

No. 18-13J3497 . . . . . **$49.95**

SUPER POWERED 8 TRANSISTOR PORTABLE

Designed to fit pocket or purse. With back easel stand. Uses standard 9-volt battery. Ferrite cord antenna. 2¼" permanent magnet speaker. Complete with earphone and pouch, battery and leather carrying case. Colors: red, beige or black. Designed to fit shirt pocket or purse. *Wt. 1 lb.*

No. 18-14J2097 . . . . . **$31.95**

GRANCO FM RADIO

Amazingly compact, yet highest sensitivity. Static free reception. Exclusive Royal G coaxial tuning for drift-free performance. Built-in antenna. In two tone-color combination of dove grey and white. *5 lbs.*

No. 18-17J2387 . . . . . **$29.95**

GRANCO MUSIC HALL AM-FM RADIO

Both FM and AM in one compact unit! Provides all of the advantages of both FM and AM at a price everyone can afford. Amazing volume with highest sensitivity and wide band selectivity. Drift free performance. Built-in antennas. Six-tube chassis provides 8-tube performance by use of double tubes. In two-tone color combination of dove grey and white. *Shpg. Wt. 5 lbs.*

No. 18-16J2840 . . . . . **$41.95**

SHIRT POCKET 6 TRANSISTOR PORTABLE

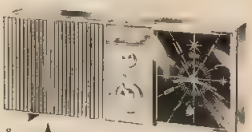
Compact, attractive styling . . outstanding performance! Complete with carrying case, battery and earphone. Operates on a standard 9-volt battery. Size: 4 2 ⁄" x 1¼". Colors: blue or grey. *Wt. 1 lb.*

No. 18-15J1394 . . . . . **$22.95**

REALTONE 8 TRANSISTOR
A miniature 8 Transistor Portable

A miniature power packed shirt pocket 8 transistor radio with superb tone. Ideal for reception of far away stations. Beautifully designed to fit in hand. Vernier tuning. Built in easel stand. High impact case. Earphone jack for private listening. Complete with earphones and leather case. Black or white color.

No. 18-19J1860 *Wt. 1 lb* **$29.95**



EMERSON CLOCK RADIO
With Telechron Clock

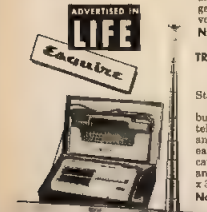
Emerson's new slim line clock radio at an amazingly low price. Designed and styled for today's living. Hermetically sealed audio coupler for greater reliability. Automatic electric clock. Miracle-Tone sound system. Automatic volume control. Full vision dial. Enclosed superloop antenna. 5 tube performance. *3 lbs.*

No. 18-20J1988 . . . . . **$27.95**

EPIC 6 TRANSISTOR PORTABLE

Power packed shirt pocket radio features 6 transistors with full circuit printed construction and hand soldered connections. Moisture and vibration proof. High impact cabinet. Engineered for fine tone and selectivity. Gift boxed with genuine leather carrying case. 9 volt battery and earphone. *1 lb.*

No. 18-18J1240 . . . . . **$19.95**



TRANCEL 2-BAND WORLD-WIDE 7-TRANSISTOR PORTABLE
by Toshiba

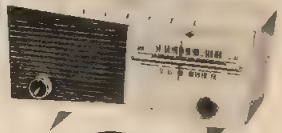
Standard broadcasting or shortwave on just 4 penlite batteries! Push-button band selector. 13 section telescoping antenna plus Ferrite antenna. Complete with batteries, earphone and case, genuine leather carrying case. In two-tone maroon and white with gold trim. Size: 7" x 3¾" x 1¾". *Shpg. Wt. 2 lbs.*

No. 18-21J2697 **$41.95**

AM/FM 10-TRANSISTOR PERSONAL PORTABLE

An FM/AM radio powered to perform brilliantly even in difficult reception areas. 10 transistors plus 5 diode superheterodyne. Telescoping antenna for FM, built-in Ferrite antenna for AM. Operates on 4 "D" cell batteries. Push-button controls. In blue and gray with chrome trim. Complete with batteries, earphone and carrying case. *Shpg. Wt. 2 lbs.*

No. 18-22J4894 **$79.95**



5-TUBE TABLE RADIO

A full size 5 tube superheterodyne, including rectifier. Big 5" permanent magnet speaker. Slide rule dial. Convenient earphone jack. 12" x 6" x 5". In ivory or gray with smart red trim. *Wt. 2 lbs.*

No. 18-23J1197 . . . . . **$17.95**

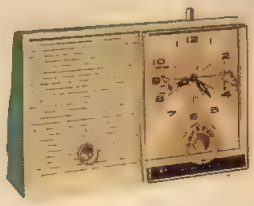
Important — See page 3 for information regarding retail prices.

PHILCO

Famous for Quality the World Over

CLOCK RADIOS and TABLE RADIOS

For superb listening and long trouble-free service, choose a Philco radio. Each Philco radio carries this well known and respected guarantee: ALL PARTS AND CARRY-IN LABOR GUARANTEED FOR A PERIOD OF NINETY DAYS. Guarantee limited to Continental United States, Alaska and Hawaii.



START AND END YOUR DAY WITH THIS AUTOMATIC RADIO

A convenient morning eye opener and a wonderful way to end each day, too. Automatic clock turns set on, sounds alarm for sleepy heads. If there's time for "40 Winks", just push a button and you'll be reawakened about 10 minutes later. Sleep timer will gently fade off music up to an hour after retiring. Handsome, big clock face and easy-reading tuning dial are Champagne Gold. Radio has 6 tubes including rectifier tube and sensitive loop aerial. Big 4-inch round speaker has brilliant tone. Sleek finished cabinet is 7½" high, 11¼" wide, 4¾" deep. Weighs 3 pounds, 8 ounces. Plays on AC only. Beige and Ivory or Ivory and Aqua—specify color.

782	Beige	17-10J2440	$39.95
782	Ivory	17-11J2440	$39.95

FINE TONE PLUS "40 WINKS" AND AUTOMATIC CLOCK CONVENIENCE

Superbly styled, long, low cabinet with a dramatic Jet Black and Aluminum clock face. Famous quality Philco radio has 6 tubes including rectifier tube, and extra sensitive loop antenna that pulls in distant stations loud and clear. Powerful 4-inch, wide range, rich toned speaker. Clock wakes you to music, turns on an alarm —even has timer to reawaken you after "40 Winks". Dimensions 8⅝" high, 13" wide, 6½" deep. Weighs 3 pounds, 11 ounces. Plays on AC only. Ivory or Mocha cabinet—specify color.

780	Ivory	17-12J1997	$24.95
780	Mocha	17 13J1997	$24.95

DECORATE WITH AM-FM SOUND

Fill your home with clear, static free FM broadcasts or your favorite AM stations on this new 7 tube radio. Enjoy positive no drift FM reception thanks to Philco's new transistorized Automatic Frequency Control system. Tiny transistors are more reliable, won't burn out -are performance proven in giant computers and satellites. Beautiful tone from big 6" oval speaker. Handy switch converts set to regular AM receiver. Dial pointer has vernier drive for hairline accuracy. Finished cabinet is fully enclosed. Dimensions: 8¼" high, 13½" wide, 5⅝" deep. Weighs 6 lbs. AC only. Black with White and Aluminum trim or Lustre Ivory with Beige and Black trim—specify color.

912	Beige-Ivory	17-18J4527	$54.95
912	White-Black	17-19J4527	$54.95

SLIM, TRIM AC-DC RADIO WITH POWER TO SPARE

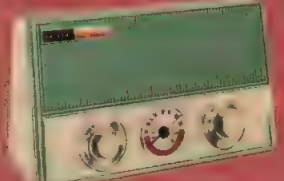
Bold use of aluminum with black highlights makes this smart two tone cabinet a real beauty. And for tonal beauty, the famous Philco radio has 5 tubes including rectifier tube and powerful 4-inch speaker. Built-in loop antenna is extra sensitive, pulls in distant stations. Finished cabinet measures 7⅛" high, 11¾" wide, 4¼" deep. Weighs just 2 pounds, 13 ounces. Plays on AC or DC. Aqua and White or White and Beige—specify color.

858	Aqua	17-14J1897	$22.95
858	White	17-16J1897	$22.95

COLONIAL INSPIRED TWIN SPEAKER AC-DC RADIO

A touch of Champagne Gold on Antique White with contrasting finished back makes this powerful radio with 5 tubes including rectifier tube, a decorator's delight. Sensitive loop aerial pulls in even the distant stations. Twin 4" speakers fill the room with brilliant tone. 7½" high, 11⅝" wide, 4¾" deep. Weighs 3 pounds, 1 ounce. White and Mocha or White and Aqua—specify color.

865	White & Mocha	17-16J2097	$26.95
865	White & Aqua	17-17J2097	$26.95



WORLD'S FINEST TWIN SPEAKER AM-FM RADIO

Superb two speaker sound system delivers regular AM broadcasts with new beauty as well as static free FM. Newly developed Philco transistorized Automatic Frequency Control locks in station for drift free reception. Powerful 7 tube chassis includes TV interference trap, built-in antennas for both AM and FM, plus provision for external FM aerial. Musical tone may be adjusted by separate tone control. Other controls include push-pull On-Off and AM-FM plus FM-AFC and Vernier Tuning control. Luxurious finished case set is fully enclosed. 8⅝" high, 18⅝" wide, and 6¾" deep. Weighs 8 pounds, 7 ounces. Plays on AC only. Aqua and Ivory or Black and Ivory—specify color.

914	Aqua & Ivory	17-20J6197	$64.95
914	Black & Ivory	17-21J6197	$64.95

feed the hungry frog—play

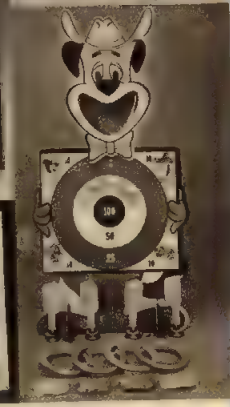
BOP THE BEETLE!

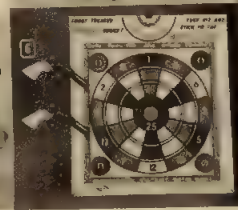
3.88

Hit the beetle with the beetle bopper—if he flies into the frog-shaped beetle trap—BANG! The trap snaps shut (but not hard enough to hurt little fingers). Game by Ideal includes: two 5½-in. unbreakable plastic beetles, two 19-in. bats; 12-in. wide frog trap.
R36 J 3460 Mailable. (5 lbs.) 3.88

RIGHT ON

TaRGeT





[1] ASTRORAY GUN by Ohio Art lights up target—ray of light adjusts for zeroing in. You can actually score hits in the dark! 10-in. plastic gun requires 2 "C" cell batteries (sold on page 324); bulb included. 12-in. metal target, 6 soft rubber suction-cup darts.
35 J 3449 (2 lbs.)..... 2.47

[2] CECIL AND BEANY RING TOSS game. Always fun—now even more exciting with your TV pals! Toss the rings and circle Cecil, Beany, Huffenpuff and D.J. A sharp aim makes you the winner! Colorful metal playing board, 3 poly plastic rings, wood character posts 5x7 in. high.
R36 J 3350 Mailable. (4 lbs.).....1.77

[3] BULLWINKLE MOTORIZED TARGET game—here's your chance to knock off 3 Bullwinkle enemies! When one's down, another's automatically reset while bell rings. 17x22-in. target of heavyweight laminated chip board, with wind-up spring. Luger dart gun, 3 suction-cup darts.
R36 J 3329 Mailable (5 lbs.) 3.66

[4] LUNAR LAUNCHER. Hit the bullseye—send a high-flying satellite into space! Wind up the plastic satellites on strong spring mechanism fire 3 rubber-tipped safety darts Bullseye releases satellite launcher sends astronauts soaring! 17x10x15-in high.
R36 J 3435 Mail (5 lb) ..2.88

[5] RABBIT HUNT . as exciting as the real sport! 9-in. long plastic rabbit runs in circles, powered by key-wind motor When you knock him over the motor stops. 23-in plastic double barrel shot gun and three soft rubber suction cup darts included Mailable.
R36 J 3443. (3 lbs). .. 2.77

[6] MAGIC TARGET game. Test your aim these magic-treated corks stick precisely where they hit—assure accurate scoring! 2 gleaming Gold-color metal guns shoot with pistol report. 10 magic pop corks, score pad and 18½x16½-inch magic cloth target. Mailable
R36 J 3401 (4 lbs.) 2.88

[7] HUCKLEBERRY HOUND "Huckle Chuck". Ring his hat with 4 poly plastic rings, throw 4 bean bags in his mouth or hit the bulls-eye with 4 poly plastic darts. Huck's head swings from side to side to make game even more exciting. Hardboard; 32 in. high.
R36 J 3310. Mail. (6 lb)..4.88

Budget Power protects peace of mind with Prudential Insurance

PRINCESS DOLL STROLLER
Expertly designed! Washable fabrics, rigid construction! Easy folding! Sturdy steel frame! Body size 12" x 11" x 8", handle height 29", features box embossed multi-colored print, full length polished chrome tubular handle and guard rail, foot rest, detachable shopping bag and fringed visor. Foot brake
No. 87-10J397 . *7 lbs* . . **$6.00**

She went strolling through the park one day . . .

A OUR FINEST ENGLISH PRAM COACH
Everything the finest! Tubular chrome frame with chrome fenders, handsome side crests. Interior fully lined. Sturdy foot brake, Duchess Gear Combination metal & decorated hard sides. Really has everything. Body is 15½" wide, 25" long. *Shpg Wt. 20 lbs.*
No. 87-15J1330 . . . . . **$20.00**

B ULTRA DELUXE DOLL CARRIAGE
New! English pram styling! Rubberized rayon scotch plaid body, full polished chrome tubular frame decorative metal coat of arms side crests, "spring suspended" polished chrome tubular shackle gear and dutchess rocker. Foot brake. 4 bow hood, fully covered rail plated hub caps. Body is 26" long x 12" wide. *Shpg Wt. 18 lbs.*
No. 87-12J863 **$13.00**

"DELUXE SLEEPER" DOLL STROLLER
Holds life-size doll! Reclining back reverts to sleeper, adjustable chrome foot rest, all chrome tubular collapsible frame handle, and spring suspended dutchess gear. Foot brake. Removable shopping bag and sun visor. *Wt. 9 lbs*
No. 87-11J667 . . . . . **$10.00**

With her new deluxe carriage!

C DELUXE HARDSIDE CARRIAGE
Beautifully constructed! All the deluxe features, chrome plated tubular frame, 4 bow hood of beautiful scotch plaid rubberized rayon, metal side crests, plated hub caps. Body is 12" wide, 23" long. Duchess Gear Hand Brake. Warp-resistant. Hardboard body *Shpg Wt. 12 lbs*
No. 87-14J897 **$13.95**

D CUSTOM DOLL CARRIAGE
Features "spring suspended" polished chrome tubular shackled gear and dutchess rocker. Box embossed 3 color print quilted fabric. Chrome handle. Sun visor. Axle cross supports. Foot brake. Plated hub caps. Body is 24" long x 10" wide. Height to handle 28" *Shpg Wt. 9 lbs.*
No. 87-13J467 . . . . . **$7.00**

LITTLE AUDRY FOUR PIECE LUGGAGE SET
Handsome vinyl construction, washes easily, a unit for every purpose, the dream of every little girl *Shpg Wt. 3 lbs.*
4 pc set
No. 87-16J267 $4.00

TWO PIECE BARBIE LUGGAGE SET
The original! A must for every Barbie collector! So practical for every little girl. Set consists of train case and hat box as pictured. Constructed of washable vinyl, so practical as an over-nighter *Shpg Wt. 4 lbs.*
2 pc set
No. 87-17J397 **$6.00**

2 piece TOY LUGGAGE SET
Beautiful! Durable! Strong! Handsome 8½" train case. Exciting 12" overnighter. Metal covered and reinforced to last. Pieces nest for easy storage *Shpg Wt. 8 lbs.*
No. 87-18J467 . . . . **$6.95**

Important . See page 3 for information regarding small prices.

MAMMOTH DUMPER! MIGHTY SALES BUILDER! BY BUDDY L!

Eleven pounds of rugged steel shaped to build jumbo sales for you! Another "first" from Buddy L with 50 Years of know-how built in! 10 wheel mammoth dumper (#5822 shown above) has genuine Buddy L hydraulic cylinder to dump the heaviest loads with ease. Also available as Sit-n-Ride (#5820 shown below) with removable seat, knuckle steering. Stock both! Better yet, move even bigger mountains of toys with the entire Buddy L line-up.

Buddy L

INTERNATIONAL SALES REPRESENTATION

THE HENRY KATZ ORGANIZATION

200 FIFTH AVENUE • NEW YORK 10, NEW YORK • SUITE 540

"I'll be seeing you soon on the NBC Network with Hasbro's HOKEY POKEY Cotton Candy Machine!"

. . . one of the HASBRO SOLID SEVEN to be featured on "FURY" and "MAKE ROOM FOR DADDY" starting Sept. 22nd reaching 17,000,000 children **EVERY** Saturday for **14** solid weeks . . . **PLUS** "DOUBLE-UP" local spot campaigns in 58 key markets!

On network and spot the solid seven are hot!

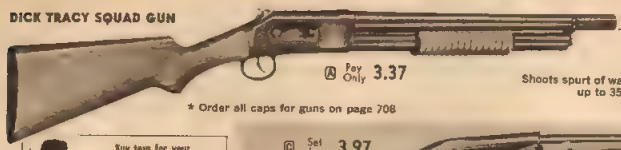
★ HOKEY POKEY COTTON CANDY MACHINE
★ SNO-MAN TARGET GAME ★ MENTOR ★ ELECTRIC PUFF BALL
★ BOWL-A-TRON ★ THINK-A-TRON ★ SNO-CONE MACHINE

HASSENFELD BROS., INC. CENTRAL FALLS, RHODE ISLAND

Actually Shoots Water and Fires Smoking Caps at the Same Time!

MATTEL, INC. TOY MAKERS

DICK TRACY SQUAD GUN

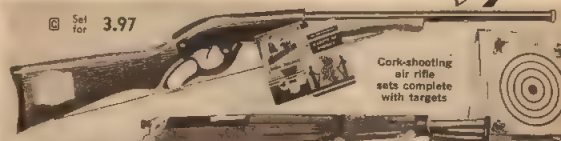


Ⓐ Pay Only 3.37

Shoots spurt of water up to 35 ft.

* Order all caps for guns on page 708

Ⓒ Set for 3.97



Cork-shooting air rifle sets complete with targets

Ⓓ Set for 3.97

Ⓑ Set of 6 3.97

Ⓔ Pay Only 2.67

Embossed butt and stock

Flip-up action repeating rifle

Ⓖ Set for 2.67

Repeating pump gun with six plastic balls and six barrel targets

Fires harmless lightweight balls

Ⓐ NEW DICK TRACY POWER-JET GUN
Favorite gun of a favorite detective! Quick-shooting, smoking squad gun shoots a stream of water as far as 35 ft.—fires off caps at the same time! Up to 30 spurts with each loading. Easy-load pump action pressurizes each shot. Water-tight chamber keeps ammo dry. Holds roll of 50 perforated caps. Rugged rustproof metal mechanism. Tough-to-break plastic construction. Dick Tracy insignia. 30½ in. long. Uses standard roll caps *
87-5559 A—Wt. 2 lbs.....Pay Only 3.37

Ⓑ SIX TV HEROES AND HORSES
Virtually unbreakable plastic. Removable riders, hats. Set includes Matt Dillon, Lone Ranger, Paladin, Jim Hardie, Roy Rogers, Wyatt Earp. Wt. 2 lbs.
87-2945 A—Set.....Pay Only 3.97

Ⓒ CORK-SHOOTING AIR RIFLE WITH TARGET
Fun for the family! Rifle fires corks with double strength action for accuracy—but corks will not break light bulbs. Rugged wood stock, forearm—blued-steel firing mechanism. Front, rear sights. Supply of corks, adjustable web sling, target, and Kadet handbook. 36 in. long
85-1220 W—Set. Wt. 4 lbs.....Pay Only 3.97

Ⓓ CORK-SHOOTING AIR RIFLE WITH TARGET
Develops accuracy and skill! Handsome wood and steel cork shooting air rifle—shoots hard and straight. Easy to cock with realistic operating bolt. Quality wood stock with sturdy nickel-plated steel butt plate. Sling swivels. Includes detachable rubber bayonet plus good supply of corks. Complete with target and handbook on shooting skills and practices. Rifle with bayonet measures 37 in. overall
85-1212 W—Set. Wt. 4 lbs.....Pay Only 3.97

Ⓔ NEW 250-SHOT REPEATING-RING RIFLE
Streamlined Western-design 250-shot repeater rifle with ring for flip action. Shoots 250 standard roll caps*—as fast as you can flip it! Shock-resistant walnut-colored butt and stock—richly embossed. Working parts are nickel-plated and beautifully engraved. 32½ in. long.
85-5437 W—Shpg. wt. 3 lbs.....Pay Only 2.67

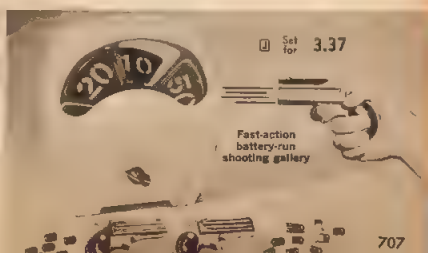
Ⓕ JET AUTOMATIC REPEATING PUMP GUN
Automatic repeating rifle has safe pump action—shoots six harmless plastic balls individually! Provides real live-action fun for every child! Repeating pump gun fires harmless, lightweight plastic balls. Perfectly safe indoors or outdoors. Ideal for target shooting. Sliding barrel is 20 in. long—made of polished aluminum—holds six balls at one time. Beautifully designed plastic stock. Six barrel targets included
87-6318 A—Set. Wt. 2 lbs.....Pay Only 2.67

Ⓖ BIG 8-PC. TEXAN SADDLE SET—REPEATING RIFLE, PISTOL
A cowboy's delight! Buffalo Bill 8½-in. repeating pistol with six silver bullets and handsome flip-action 33-in. repeating rifle. Both use roll caps.* Deputy sheriff badge, handcuffs, and jail keys for the would-be lawman. Set includes 8 in. deep buff saddle bag and low-slung holster with leg ties for quick draws. Plus canteen and holder.
87-5666 W—Set. Shipping weight 3 lbs.....Pay Only 4.67

Ⓗ SAFE NEW SHOOTING GALLERY WITH TWIN DERRINGERS
Colorful battery-operated plastic gallery with six rotating targets that drop from sight when hit. Rheostat control calibrated for Expert, Sharpshooter, Marksman. With two shell-firing 4-in. derringers—walnut-color plastic grips, chromed barrels. 8½-in. high gallery uses one "D" battery (not incl. order on page 614). On-off switch. Guns use Stik-M-Caps.*
87-5542 A—Set. Shipping weight 1½ lbs.....Pay Only 3.37

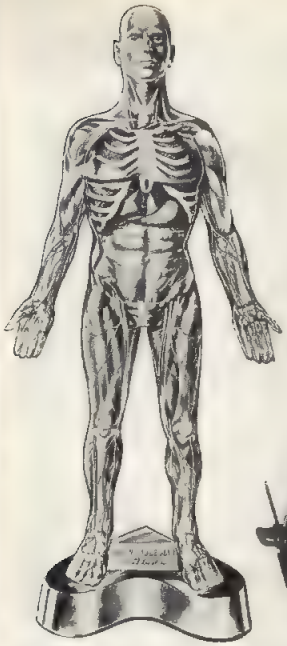
Complete Range Rider outfit

Ⓗ Set for 4.67

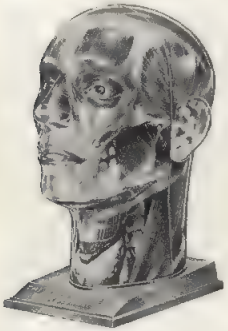


Ⓙ Set for 3.37

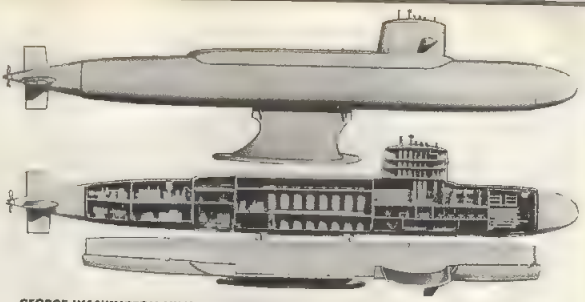
Fast-action battery-run shooting gallery



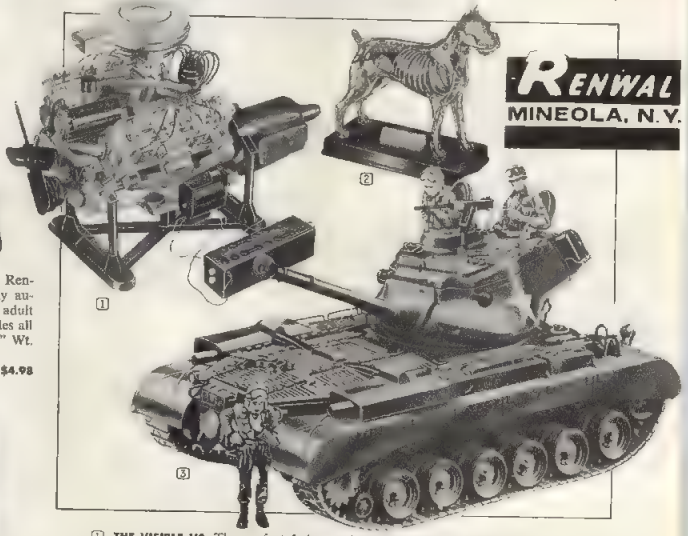
THE VISIBLE MAN. An achievement by Renwal! The Visible Man is an absolutely authentic, scaled-down version of the adult male, complete to the skeleton. It includes all the vital organs and transparent "skin." Wt. 2 lbs. 5 ozs.
22K933B [333] .....Retail **$4.98**



THE VISIBLE HEAD. Life-size anatomical model of human head, neck conforms to highest laboratory standards. Ear, eye, teeth are extractable, disassemble to show internal composition. Brain, spinal cord, vertebrae, organs, glands show intricate detail
22K1850BL [667] 4 lbs. 3 ozs. Retail **$9.95**



GEORGE WASHINGTON NUCLEAR SUB. Based on authentic data released by the U.S. Navy and General Dynamics Corp! It actually "fires" the "Polaris" missile! Exquisitely engineered nuclear sub model has a specially designed base and a permanently attached, hinged hull. Side opens to show hydro-dynamic lines of the exterior; or to reveal complex interior organization. Big 24-inch model has over 300 realistic parts.
22K1852BL [197] Wt. 1 lb. 11 ozs.... .....Retail **$2.98**



[1] **THE VISIBLE V8.** The perfect father and son hobby project! The thrill of assembling this model with scores of intricate parts, is matched only by the excitement of pushing the starter buttons on the finished model and watching it operate. It does everything but burn oil! Scaled to one-fourth the actual size, it's molded in 4 colors, including "clear," so that functioning parts may be observed. Needs no painting! Has over 350 parts plus powerful miniature motor, necessary metal parts, "tech manual."
22K1851B [733] Wt. 5 lbs. .....Retail **$10.95**

[2] **THE VISIBLE DOG.** Newest item in Renwal's continuing "visible" series! A pedigreed assembly kit, the Visible Dog, is an absolutely authentic, scaled-down version of an adult Boxer. It's complete with skeleton, all vital organs and transparent "skin." Biology students will find the Visible Dog a necessary adjunct to their high school and college courses. Exact in every detail!
22K1849B [267] Wt. 2 lbs. 8 oz.....Retail **$3.98**

[3] **GENERAL PATTON II; MOTORIZED TANK.** Here it is . . . ready for action! The General Patton II is Renwal's medium motorized tank. Offers educational enjoyment for almost any age group. See the "Commander" and "Loader" man their positions when the "Patton" starts traveling! See them hide when the big gun is ready! Operating parts consist of: idlers, road wheels, gun mounts, tracks, turret, hatches and grill covers. Complete model includes 174 parts. Perfect small-size model tank, detailed design, parts.
22K1853B [197] Wt. 1 lb. 7 ozs.....Retail **$2.98**

You're behind an anti tank gun! Across the battlefield, the enemy faces you. It's WAR! Here's a game packed with the excitement of heavy tank combat. Simulated battlefield-terrain of sturdy, multi-colored plastic. Shoot magnetic ammunition to knockout maneuverable enemy tanks, for easy scoring. Quiet vibrating action . . . two anti-tank guns with adaptable firing positions. All accessories including flags, battle insignia, ammunition. **GOTHAM** Pressed Steel Corporation. Factory & General Offices, Wales Ave., and E. 144th St., Bronx 54, N. Y., MOtt Haven 5-4800. Toy Division Showroom, 200 Fifth Avenue. Write for complete catalog in color.

JUST OUT FROM GOTHAM

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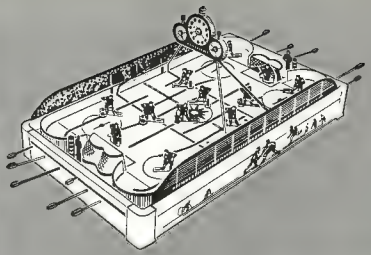
G-925

ELECTRIC TANK BATTLE

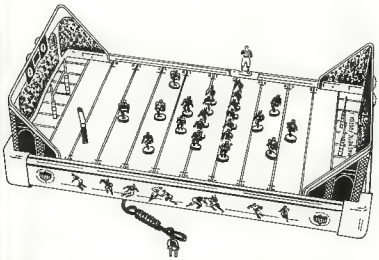
GOTHAM
ELECTRIC
SLIDE-ACTION
HOCKEY
WITH ARENA

G-1600



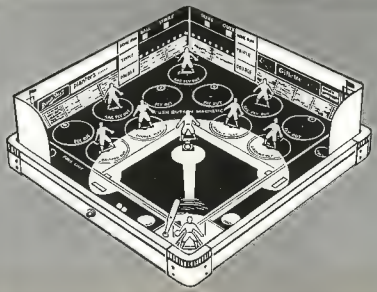
GOTHAM
ELECTRO-MAGNETIC
FOOTBALL

G-840



GOTHAM
PUSH-BUTTON
BASEBALL

G-850



Twist, glide, slide, turn, shoot magnetic puck for goal! Hour after hour of exciting, real-life play! Score! Light goes on, change overhead scoring device, players move into the penalty boxes. **Two-sided arena** for that "you are there" feeling—where the crowd yells—where there's life and fun! **GOTHAM** Pressed Steel Corporation Factory and General Offices, Wales Ave., corner E. 144 St., Bronx 54, New York, MElrose 5-3855, Toy Division Showroom 200 Fifth Avenue, Room 214.

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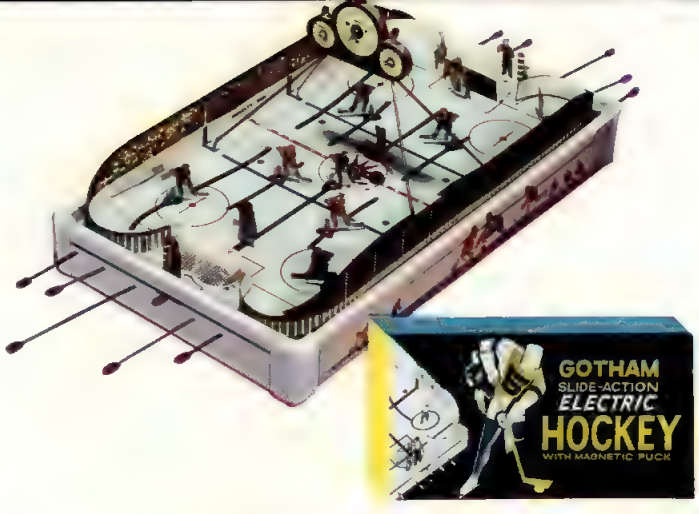

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it's FUN! it's educational!

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most publicized electric toy projector

Focus on profit with the modern magic lantern that sets the pace for educational projectors.

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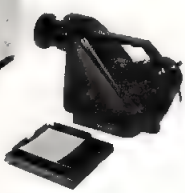

MJ-102 Sugg. Ret. $9.95

Modern design projector that enlarges and projects any illustrated material in color or black and white. Double lens. Turn switch. Built-in handle. Carry-case display box. 6 to shipper, Wt. 27 lbs.

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Magnajector magnifies illustrated copy in color or black and white. Uses 60 watt household bulb. (Bulb not included.) Durable smooth plastic. U.L. Approved. 6 to shipper, Wt. 24 lbs.

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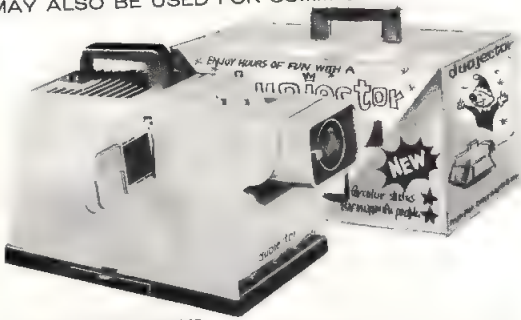
enlarge postcards . . . flash cards

MAY ALSO BE USED FOR 35mm SLIDES



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Authentic full-color picture cards and photos plus easy-to-understand story descriptions.

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Educational . . . entertaining subjects . . . a stimulating new approach to study. Fascinating for young and adult viewers.

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Revolutionary new projecter to magnify and enlarge postcards, flash cards, artwork, storybook pictures . . . any illustrated material.

Durable polypropylene one-piece construction. Built-in slide and card positioners. Dial adjustable double lens. Turn-switch. Uses 100-watt household bulb. (Not included.) Illustrated 8-page instruction book. Handy carry-case. Packed 6 to shipper; Wt. 20 lbs.

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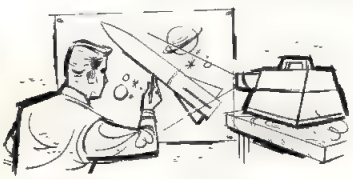

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BE THE DOCTOR OR THE NURSE . . . HAVE FUN

DR. KILDARE MEDICAL KIT makes it so much fun to play Doctor; go on "emergency calls" just like famous TV doctor does! Red vinyl plastic case 9x6x4-in. comes with 35 pieces of equipment every young doctor needs. Mask and smock, stethoscope, microscope, hypo, thermometer, band-aids, cotton, tongue depressors, eye and ear tester, candy "pills," much more.
35 J 5306. Shpg. wt. 1 lb. 13 oz. . 2.97

MEDICAL KIT . . just right for the beginning physician. Contains 33 items that every little doctor or nurse needs; in a handy 8½x6x2-in. polyethylene bag. Set includes: microscope, thermometer, play watch, hypo, reflex hammer, tongue depressors, cotton, band-aids, candy "pills," doctor's head mirror, nurse's cap and other "medical equipment."
35 J 5307. (1 lb. 8 oz.). 1.97

DRESS UP TIME!

Nurse Outfit 3.97 Ben Casey Outfit 3.97

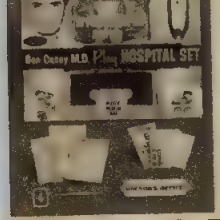
(1) NURSE OUTFIT. Navy twill cape and shoulder bag. Red trim. White dress, cap, belt. Washable cotton. Sizes: S(fits sizes 3-5), M(8-10), L(12). See charts 3, 4 on page 245. (1 lb. 10 oz.)
35 J 5311. State size. 3.97

(2) BEN CASEY DOCTOR OUTFIT. White twill jacket, pants, mask. Washable cotton. Sizes: S(fits size 3-5), M(8-10), L(12). See chart 7, page 245. (1 lb. 4 oz.)
35 J 5313. State size 3.97

(3) NURSES' CASE. 8x11½x5 in.; vinyl.
36 J 5302. 39 Items. (3 lb. 8 oz.) . 3.97

DOCTORS' CASE (not shown). 8x11½x5-in.
35 J 5303. 33 Items. (3 lbs. 8 oz.) 3.97

MEDICAL CENTER for little family doctors. Take "X-rays" of Dolly and your friends . . check their blood pressure and give them complete physical examinations just like they do in REAL medical clinics. Completely safe "X-ray" machine—insert film negative into viewer; it lights when pressure contact is made—looks like you're taking real "X-ray pictures." "X-ray" negatives included of hand, skull, arm bone, foot bone, and many others. Sturdy plastic "X-ray" machine is 9x8x5½-in. high; operates on 2 "D" batteries (not included—sold on page 324) Also has working "blood pressure" gauge. Eye chart, eye and ear scope, tongue depressors. "X-ray" negatives included. 3.77
R36 J 5318. Mail. Shpg. wt. 4 lbs.. . . . . .



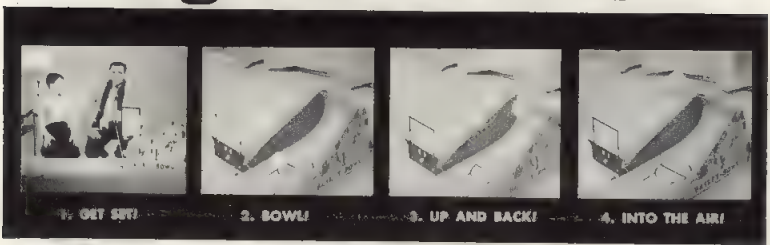
(4) BEN CASEY HOSPITAL SET. Youngsters love to play Dr. Ben Casey—here's everything they need! Set includes 6¾x4x3¼-in. polyethylene plastic doctor kit, with cap and arm band, head reflector, thermometer, other "needs."
R36 J 5301. Shpg. wt. 5 lbs.. . . 2.97

(5) BARBIE DOLL with nurse costume. Barbie's all dressed for playing hospital . . wearing white nurse uniform, cap, shoes, navy blue cape and eyeglasses. 11½-in. jointed vinyl plastic; stand included
35 J 3539. Sh. wt. 5 lbs. . . . 4.77

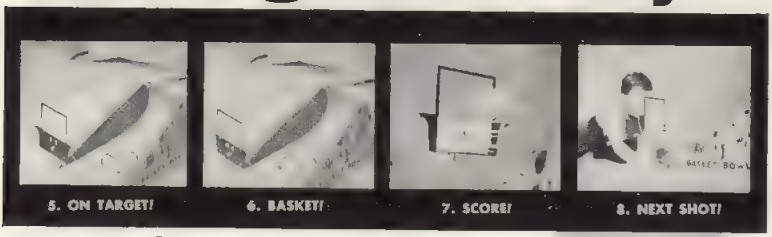
(6) BARBIE NURSE KIT. Polyethylene nurse kit 9x5x3½-in. holds Barbie's equipment for playing nurse. Play watch, thermometer, stethoscope, hypo, nurse cap, etc.
35 J 5316 Sh. wt. 3 lbs. 2 oz. . 2.44

Budget Power can give your loved ones a Christmas to remember

a great TV film



for a great TV toy



the amazing new action toy sensation!

BASKET-BOWL™

a quality toy constructed of high impact plastic and authentically lithographed four-color metal

Bowl the ball down the alley, it rolls up the curved end of the court and flips into the basket. Combines the accuracy of Basketball with the smooth control of Bowling. Automatic scoreboard counter registers every basket as ball passes through net. Adjustable backboard can be positioned forward or backward for close easy shots or hard to sink baskets from across the room.

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A

B

C

(A) DELUXE FAMOUS BRAND NAMES BAKING SET. Includes 23 famous mixes for pies, cookies, cakes, pancakes, etc. Also has 21 baking utensils with recipe book, cake decorator.
1T886X335 8 lbs... **Retail $5.00**

(B) FAMOUS BRAND NAMES BAKING SET. Includes 14 different mixes for cakes, pies, cookies, pancakes, etc. Also has 17 baking utensils with a cake decorator and a recipe book
1T887X197 1¾ lbs. **Retail $3.00**

(C) MIRRO 45-PC. TREASURE CHEST. 3-in-1 set. Complete cooking and baking sets—plus service for 4 dinnerware sets. Everything for playing house. All aluminum.
1T888X265 . **Retail $3.95**

For additional "Playing House" fun be sure to see our full line of Toy Kitchen Appliances, sinks and cabinets on pages 421 and 440.

MILK GLASS TEA SET. Complete service for six—41 pieces. Made of sturdy polystyrene in elegant milk glass design. Cutlery is silver colored. Includes covered teapot and sugar bowl with creamer, plus 6 plates, cups, saucers, knives, forks, spoons.
1T893X265 3 lbs.....**Retail $4.00**

GRANDMA MOSES TEA SET. Complete service for six—40 pieces. The beloved American artist, Grandma Moses, has designed all the beautiful decorations on the plates. Children love these gay designs. Made of white break-resistant polystyrene
1T894X265 3 lbs. ... . **Retail $4.00**

JUNIOR HOSTESS CARAFE SET. Complete 34-piece service for four New modern design that will please any little hostess. Includes a smart coffee carafe with warmer stand, coffee servers, plates, cups, saucers, cutlery and place mats. Plastic.
1T892X197 ..... **Retail $3.00**

METAL CARRY CASE

Russell Wright Dinner Set

Revere Ware

DREAM GIRL 3-IN-1 TEA SET. The colorful metal carry-case can also be used as a cupboard—and has folding legs that convert it to a sturdy table 22x16x14" high. The case is fitted with 42-pc. tea set—service for six.
1T895X333 8 lbs. . **Retail $8.00**

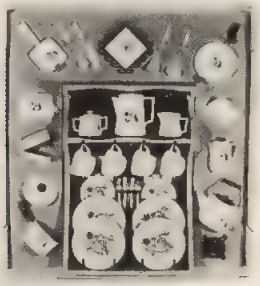
IDEAL RUSSEL WRIGHT DINNER SET. Includes complete service for three plus 6 serving dishes. Dishes are in modern design plastic. Cutlery is aluminum with wood-like plastic handles.
1T890X335 3 lbs. . . . . **Retail $5.00**

RUSSEL WRIGHT TEA SET. As above, less platter casserole, gravy boat. All alumimum cutlery.
1T891X197 2½ lbs. .... **Retail $3.00**

REVERE WARE AMERICAN HERITAGE SET. The finest gift you can give your little "cook". Same high quality as mom's pots and pans only they're right size for little girls. How she'll love these gleaming copper clad, stainless steel utensils. Bowl, kettle, pans, etc.
1T889X665..... **Retail $9.98**

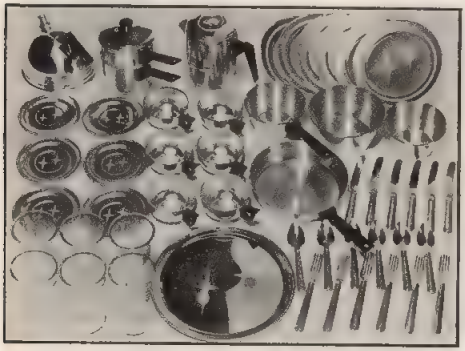
[4] **WHITE IVY TEA SET.** Soft green with white ivy overlay molded in polyethylene to give a three-dimensional effect. 41-piece service for 6 including fancy flatware.
22K18858 [397] Wt. 4 lbs. 3 oz. .....Retail **$6.00**

[5] **FAMOUS BRAND NAMES BAKING SET.** Complete set for the little baker – all kinds of mixes for cakes, pies, cookies, muffins, pancakes, PLUS baking utensils, Junior Chef cook book.
22K18838 [333] Wt. 2 lbs. 14 oz.....Retail **$5.00**

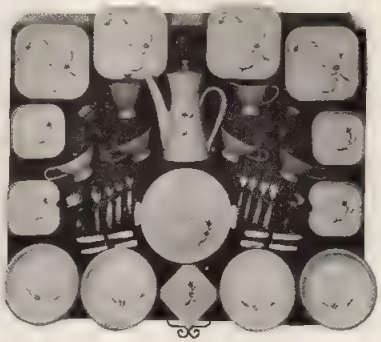


[3] **DELUXE APPLIANCE AND TEA SET.** Kitchen 'clock,' "electric" fry pan, toaster, waffle maker plus utensils, tea kettle, coffee pot, sauce pan, fry pan, and complete tea service for 4. Molded in styrene.
22K1886PC [333] Wt. 6 lbs..... .Retail **$8.00**

[2] **"AMERICANA" HOB NAIL TEA SET.** Like Mom's favorite milk glass. Colorful strawberry pattern on white styrene. 40-piece service for 6; includes teapot with cover, creamer, cups, saucers, plates and flatware.
22K18878 [197] Wt. 2 lbs. 8 oz. . . . . Retail **$3.00**



[6] **CHILTON WARE.** A quality set for the little lady! Includes whistling tea kettle, percolator, serving tray, double boiler, fry pan, 2 pudding pans, sauce pan, 6 cups, 6 saucers, 6 plates, 6 goblets, flatware.
22K18848 [333] Wt. 1 lb. 7oz.. . . . . .Retail **$5.00**



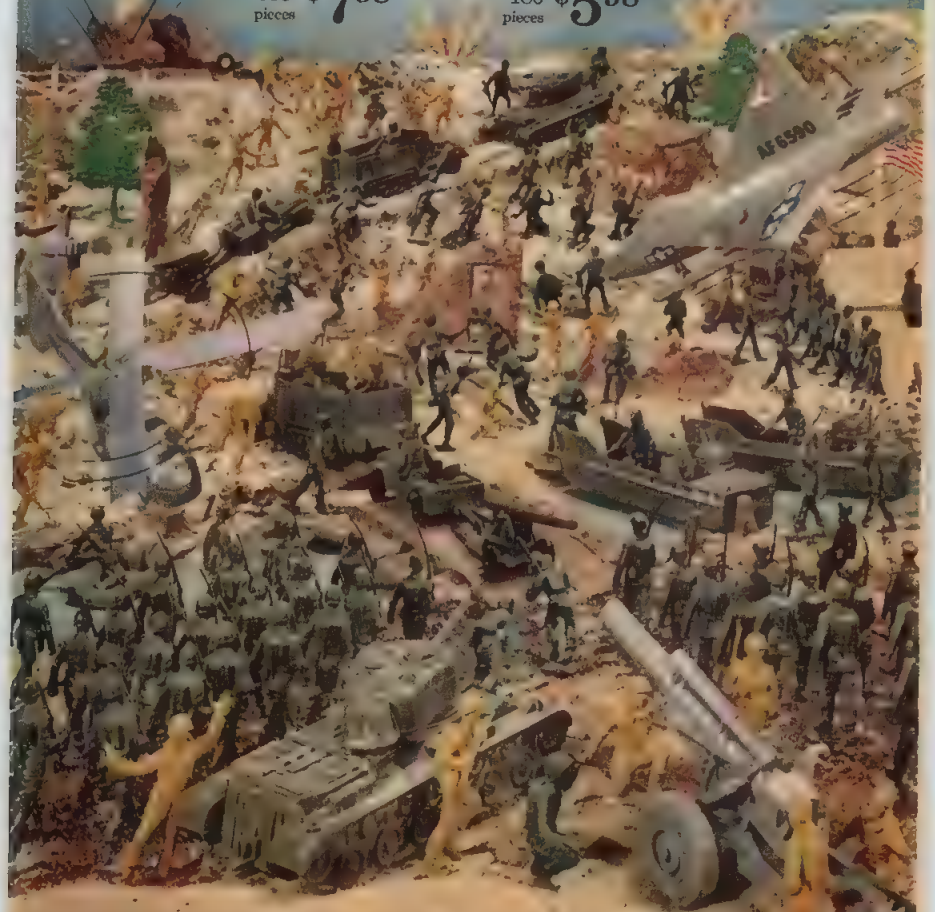
[1] **"PURPLE FANTASY" TEA SET.** Delightfully styled 40-piece set for the discriminating little hostess. Service for 4 includes soup tureen, soup-bowls, sherbets, trivet, metalized flatware. Durable polyethylene.
22K18888L [267] Wt. 3 lbs. 11 oz..... Retail **$4.00**

Stage a full-scale invasion with this Army Combat Set

Hit the beach in 2 LCVP landing craft as rocket-firing jet gives air support. You're ready for action with this crack, combat-equipped unit (153 men) . . . explode the enemy machine gun nest (actually blows up when spring is triggered) . . Howitzer bangs out 5 shells . . Flying helicopter with launching base poised on the alert for reconnaissance or rescue work.

335 pieces $7.98

180 pieces $5.98



335 piece Set. . just thank 80 soldiers in combat poses. 64 marching, shooting and paddling in two man raft. It's a total invasion. You're the general and you've plenty of equipment at your command. . . Patton tank w/ 2 men turret that swivels, machine gun shoots tiny shells (unloaded), jet plane has 6 rockets. 2 landing crafts have machine gun turrets and unloading platform, two jeeps, tank and a half tracks. Two man raft, etc. And there's plenty more. 2 piece pontoon bridge, sandbag emplacement, road block, 2 helicopter machine gun nest, pillbox, tank, tent and hut, trees, building, guard tower, trench mortar, Army guns, pistols, rifles, machine guns, grenades, bazooka, etc. Figures 2½ in. high, others in proportion. Molded in 3 dimensional plastic.
79 N 5960C—Shipping weight 6 pounds. . . . . Set $7.98

180-pc. Set. Includes 41 soldiers, 6 vehicles, flying helicopter, machine gun, exploding gun nest, howitzer, trees, barbed wire, etc.
79 N 5934C—Shipping weight 4 pounds. . . . . Set $5.98

Battery-operated Tractor with Trailer

OVER 3 FEET LONG

A Sears Exclusive

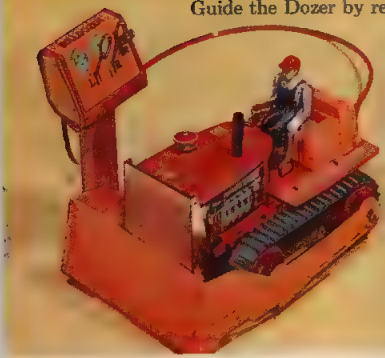
$9.99 without batteries

Giant 18-in. plastic tractor runs on two electric motors. Two levers control the action: goes forward or reverse, removable blade lifts, lowers automatically. Rubber treads. Plastic trailer hitches on; stake sides remove. Order 4 "D" batteries below.

79 N 5786C—Shipping weight 10 pounds $9.99

79 N 4660 "D" Batteries. Shipping weight each 2 ounces . . . . . Each 16c; 4 for 60c

Guide the Dozer by remote control



$6.88 without batteries

Remote control panel looks and works like a real dashboard . . . lets you be the "driver." You can move the dozer forward, backward, even steer it left or right. Dozer automatically shifts gears as it goes. Scoop automatically moves up and down.

Rugged "workhorse" rumbles along on rubber treads. 10½-inch long steel body has bright enameled finish. Uses 2 "D" batteries (not included; order at right). Shipping weight 2 pounds 12 ounces.

49 N 5722 . . . . . $6.88

Creeping Bulldozer

$4.88 without batteries

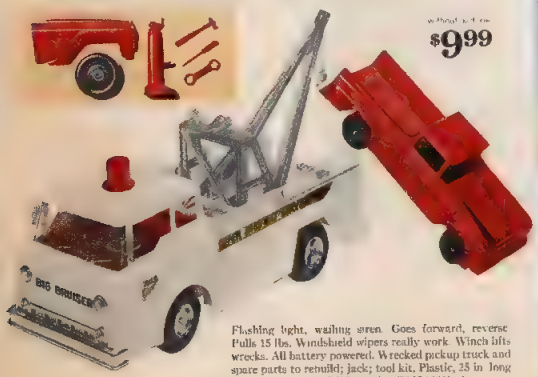
It's 11 inches long. Pushes, pulls loads; reverses, goes left, right. Two switches give you complete control. Move blade up or down. Made of tough plastic. Heavy rubber treads. From Japan. Order 2 "D" batteries below.

49 N 5804—Shipping weight 2 pounds 8 ounces $4.88

"D" Battery for toys on both pages marked 49 (as 49 N 5804).

49 N 4660 Shipping weight each 4 ounces. Each 16c, 4 for 60c

BIG BRUISER by Marx



without batteries

$9.99

Flashing light, wailing siren. Goes forward, reverse. Pulls 15 lbs. Windshield wipers really work. Winch lifts wrecks. All battery powered. Wrecked pickup truck and spare parts to rebuild; jack; tool kit. Plastic, 25 in. long over-all. Order 4 "D" batteries (79 N 4660) above.

79 N 5709C—Shipping weight 6 pounds $9.99

Turnpike Swamp Buggy scoops a 4-inch swath $7.99

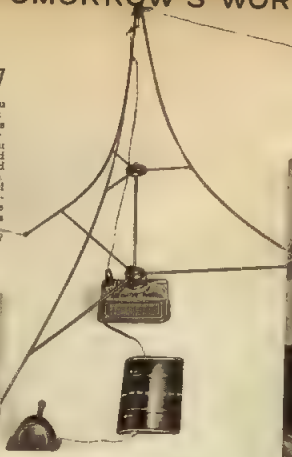
Rolls along anywhere . . . just like the big machine used to smooth land for building highways. Rear blades scoop up dirt and dump it into big bed as you push. Press lever, whole bottom opens to dump load. Cab with two drivers, 17-inch long steel body with giant plastic balloon tires. Does not use batteries. Made in Japan exclusively for Sears.

49 N 4210—Shipping weight 4 pounds 7 ounces. $7.99

NOW FOR TOMORROW'S WORLD

flying plane with pylon 5.77

Like a pilot at a real airport, you can "rev" up your plane to maximum speed, then it actually takes off! Circles around the pylon tower soars and dips, then lands. You fly the plane and select its speed by remote control. Lithographed steel, 8 inches long, with 10-in. wing span. Tower is sturdy steel wire, 20 in. high; universal connection at top permits plane to move freely. Requires 3 "D" batteries (sold on page 324). Mailable.
R36 J 5460 (5 lbs.) 5.77



6 SPACE CAPSULE. Whizzes along, sparks fly, sirens scream. Lithographed steel. Friction motor.
35 J 5468 (1 lb. 6 oz.)..... 1.97

7 MYSTERY SAUCER changes direction on contact, raises spacemen on column of air! 8 in. diameter. Requires 2 "D" batteries sold pg. 324.
35 J 5463 (1 lb. 14 oz.) 3.97

8 ELECTRONIC FALCON by Remco. You can actually fly this exciting streamlined plane by remote control! Do tricks . . . loops, dives, even figure 8's. Plastic battery case is attached to motorize plane by a flexible cable. Molded of durable polystyrene plastic. Falcon is over 12 inches long, has a 14 inch wing span. Requires 3 "D" batteries (sold on page 324).
35 J 5502 (1 lb. 8 oz.).....2.47

9 ELECTRONIC 'COPTER really flies! Practice target landings, rescue soldiers, perform aerial stunts! Go forward, backward or hover motionless. Take off gently or zoom away. Rescue device, 2 men included. Hi impact plastic, over 8 in. long, 3 in. high. Requires 2 "D" batteries (sold on pg. 324).
35 J 5459. (14 oz.) 2.94

10 BIG 707 JET with realistic screaming engines and blinking lights makes you feel like a jet pilot. Of lithographed steel, 707 is 17 inches long, has a 16 inch wing span. Four big jet engines. Plane taxis along with continuous action. Sturdy motor requires 2 "D" batteries (sold on pg. 324).
35 J 5462. (2 lbs.)..... .....3.33

11 PILOT AN AIRLINER. Throw the switch and, inside engines start as passenger door closes. Outside engines start and plane circles for take-off. Taxis, then stops, door opens and hostess appears. Flashing radar light on at all times. Passenger ramp included. Requires 3 "D" batteries (sold, pg. 324).
R36 J 5517. 21-in. long, 24-in. wingspan. Mailable. (4 lbs.).....6.64

See Page 243 for Budget Power—buy all your needs at Spiegel

Strombecker's HOT!

STROMBECKER

And we mean hot! Not 100% ahead, not 200% or 300%—but over 400% ahead in sales! Here is the most dynamic sales and profit opportunity ever! Join the enthusiastic dealers who are now riding the crest of the Great Road Race Explosion. Become a part of the red hot sales and unmatched profits that mark Strombecker dealers as leaders in model road racing . . . see your Strombecker jobber or write us today!

Now! Dramatic full color ads in Reader's Digest, plus ads in Life, Boys' Life, Playboy, New Yorker and dozens of other big circulation magazines!

No. 9975 STROMBECKER INDIANAPOLIS

Retail $39.95 each

STROMBECKER

sets the pace in model road racing

DIVISION OF DOWST MFG. COMPANY

600 North Pulaski Road • Chicago 24, Illinois

22

7 TINY TOT HOLSTER Set. Sure to thrill little Westerners! Genuine leather double holster, fits up to 22 in. waist. Two 6-in. metal single shot cap pistols (caps not incl.). With lariat, neckerchief, canteen, whistle, keys and badge.
38 J 5818 Sh. wt. 1 lb. 8 oz. 1.97

8 TV HEROES. 10-in. high with removable parts; hi-impact plastic
38 J 5843. JOHNNY YUMA (1 lb.) 2.97
38 J 5847 MATT DILLON (1 lb.) 2.97
38 J 5848 ROY ROGERS (1 lb.) 2.97
38 J 5849 LONE RANGER (1 lb.) 2.97

9 TWO-GUN TV Saddle Seat. Watch westerns and shoot, too! Leather saddle, lariat, reins, metal legs. Plus blanket, bedroll, 2 "clicker" metal guns. Holsters detach, belt incl. 14-in. high. Folds flat for storage. Mailable.
R36 J 4145. Shpg. wt. 6 lbs. 5.94

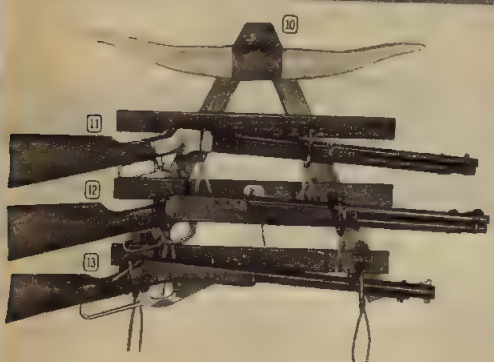
THE WEST

10 GUN RACK with steer horns—rustic 3-Bar "A" solid wood rack for hanging rifles, clothes. Six horseshoe hangers of hi impact plastic with leather thongs, 24x20-in. high. Mailable.
R36 J 4165. Shpg. wt. 4 lbs. 2.97

11 WINCHESTER SADDLE GUN by Mattel —with exciting smoking action! Loads and ejects 8 metal play bullets. Single shot or rapid fire pump action. Uses roll caps (not incl.). 2 sights. Steel with hi-impact plastic. 33 in. long. Mailable.
R36 J 4193 Shpg. wt. 2 lbs. 3.77

12 SPITTIN' IMAGE RIFLE. . like TV's Lawman. Daisy's copy of famous Model 94 Winchester. Shoots, smokes, bangs, and never needs ammo! Easy cocking, slimline barrel, realistic sights. Metal and plastic—about 34 in. long. Mailable.
R36 J 4199 Shpg. wt. 5 lbs. 4.74

13 DAISY AUTOMATIC Smoker Rifle shoots harmless but exciting smoke with loud noise. Famous Daisy quality, heavy gauge steel barrel and mechanism, plastic wood grain stock 31 in. long. Mailable.
R36 J 4196 Shpg. wt. 5 lbs. 2.65



MARSHALL'S SET!

capture desperados with "zinger" guns, handcuffs and ammo

All for 6.97

Arm yourself like a real Texas Ranger! Be prepared for any kind of action with this outfit! Two U S Marshall .44" bullet-loading 6 guns automatic repeater type, each 11 in. long with "Zinger" noise action. Hi impact 33 in. plastic rifle for long range firing. Incl. 12 one-piece metal bullets. 6 white bullets—guns fire roll caps (not incl.) Genuine cowhide leather embossed double holsters have quick-draw pockets; fit 26-30-in. waist. Belt trimmed with metal "rope" and jeweled conchas. Also Deputy Sheriff badge, neckerchief and clasp, play money, play watch, keys. Mailable.
R36 J 4152. (8 lbs.) ..... All for 6.97

See Page 243 for Budget Power—buy all your needs at Spiegel

7 unit train **38.88**

New Lionel space age train . . . ready for Cape Canaveral loaded with exciting action

LIONEL 7 UNIT SPACE AGE DIESEL FREIGHT New for '63 with special capsule launching cars What action!... everything from loading the astronaut into capsule . . to launching the rocket and retrieving the nose cone parachute Rocket fires by remote control W th new capsule launching car new cherry picker car used to hoist astronaut new mercury capsule carrying car and new rocket fue. tank car Mighty Minneapolis and St Louis 2 unit twin diesel with headlight electric horn magne traction and automatic uncouplers, plus caboose car. 120 inches of running track on 27x44-in oval layout, 027 gauge track Complete space age train includes uncoupling track set lock on, horn controller, 60 watt circuit breaker trans former, oil, wires, and instruction sheet. R36 J 5276. Mailable Shipping weight 14 lbs..... .....low monthly terms.. 38.88

6 unit train **29.87**

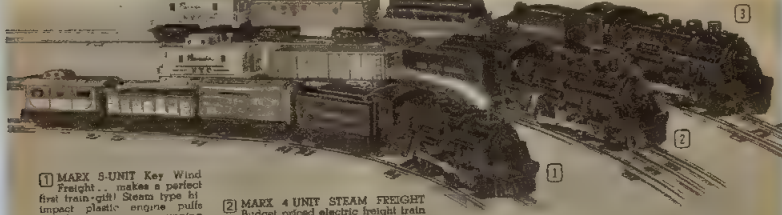
Continuous fun as cop 'n hobo leap from trestle to boxcar of 4-ft. train on 120-in oval

LIONEL 6 UNIT SMOKING STEAM FREIGHT with new cop 'n hobo car Makes one of the most welcome gifts we know of. Cop 'n hobo chase is continuous fun . . from on top the trestle cop spots hobo on approaching train as cop leaps on train car hobo jumps on trestle! Situation reverses itself when train again passes under trestle 53-inch long train is authentically detailed of hi impact plast c and steel Steam locomotive with headlight and magne traction whistles and smokes as it pulls 8 wheel tender car followed by cop 'n hobo car, flat car with piggy back van, gondola car with cable reels, and caboose Cars have automatic couplers. Incl. 60 watt transformer with circuit breaker, trestle, uncoupling track set, whistle control unit, oil, wires, and instruction sheet. 27x44-in. oval layout; .027 gauge track. low monthly terms 29.87
R36 J 5277 Mailable Shipping weight 11 lbs

5 unit train **18.77**

Features exciting missile launching car, exploding target car

LIONEL 5 UNIT STEAM FREIGHT with target car and turbo missile launching car Press the firing pin and missile whirls off" at top speed for the target car Score a bullseye and the target car explodes Easily reassembled, with spare missile Lionel quality 44 n train incl steam locomotive with build in headlight and magne traction tender operating missile launch ing car and target car caboose Built of durable hi impact plastic and steel with automatic couplers on all cars. 102 inches of running track on 2'x5'5 n oval layout 027 gauge track 35 watt circuit breaker transformer, oil, wires, and instructions. low monthly terms 18.87
R36 J 5278 Mailable. Shipping weight 9 lbs. .....



[1] MARX 5-UNIT Key Wind Freight . . makes a perfect first train-gift! Steam type hi impact plastic engine puffs harmless smoke—long running motor sure-stop brake speed governor Steel tender tank car gondola caboose—36-in long Youngster races train around 102-n oval track, ten 027 gauge sections. 38 J 5280 (3 lbs. 8 oz.) 4.94

[2] MARX 4 UNIT STEAM FREIGHT Budget priced electric freight train incl locomotive, tender gondola, and caboose—32 inches long Break resist ant plastic construction W.th 25W UL approved transformer Eight 027 gauge track sections form 84 inch circular layout. Mailable R36 J 5211 Shpg. wt 6 lbs.. 8.94

[3] LIONEL 5-UNIT "CHUGGER" FREIGHT. Steam type hi impact plastic engine—listen to it "chug-chug"! Tender, gondola, operating log car with trip lever, caboose —40-in long Incl uncoupling ramp and sign, log bin, 35W UL appr. transformer Mailable. (7 lbs.) R36 J 5255. 027 gauge 102-in. oval track. 12.87

Budget Power can give your loved ones a Christmas to remember

ELDON TOYS—SAFE, UNBREAKABLE!

A Dump Truck **4.67**

B Tow Truck **3.37**

C Clipper Ship **3.37**

D Cement Mixer **3.37**

E Dump Truck **2.67**

F Fire Truck **3.37**

G Car Ferry **1.97**

H Truck Carrier **3.37**

Made by Eldon—famous for big rugged toys of soft, flexible polyethylene and Fortiflex plastic. Safe for little tots! Will not mar or damage furniture. Take years of rough play!

A GIANT DUMP TRUCK
Gigantic truck—over 30 in. long! Realistically detailed cab unhitches—has simulated motor, headlights, ladders. Trailer has 3-position hand crank for loading. 10 tires, 4 lbs.
85-2772 W.....Pay Only **4.67**

B TOW TRUCK
One handle raises and lowers boom and locks. Other raises and lowers hook and locks. End hook-plate will really tow! Windshield and wipers. 8½ in. wide, 92 in. long. 4 lbs
85-3002 A.....Pay Only **3.37**

C SAILING CLIPPER SHIP
Gracefully designed ship really sails—it's unsinkable! Its three main masts and sails can be turned into the wind. Adjustable rudder, weighted keel. Brass metalized accessories. 22 in. long. Wt. 3 lbs.
85-3010 A.....Pay Only **3.37**

D CEMENT MIXER
Mixer drum rotates as truck is pushed. Lever raises drum platform to dumping position. Dumping trough swings from side to side. Movable spout for directional "pouring." 17 in. long. Wt 3 lbs.
87-4461 A.....Pay Only **3.37**

E DUMP TRUCK
Rugged dump truck provides lots of action! Truck bed is raised by hand lever. Tailgate automatically swings open to discharge load. Dual rear tires. 17 in. long. Wt. 3 lbs.
87-4370 A.....Pay Only **2.67**

F AERIAL LADDER PUMPER
Fill water tank, flip lever, and gun sprays water! Gun swivels—ladder raises, lowers, extends, rotates. Pump runs on two "D" batteries (not included).* 22 in. long. 2 lbs
85-3531 A.....Pay Only **3.37**

G 18-VEHICLE CAR FERRY
Carries cars, trucks, station wagons, etc.—all have movable wheels. Ferry floats, rolls. Retractable ramps fore and aft—slide in and out. Locking gates. Four lifeboats. Radar antenna. 17½ in. long, 1½ lbs.
87-4511 A. ....Pay Only **1.97**

H TRUCK TRANSPORT
Authentic! Carries stake truck, tow truck, dump truck, pickup truck with trailer. Top level of trailer shifts down for loading unloading. Loading ramps slide out. Cab unhitches. 28½ in. long. Wt. 2½ lbs
87-2812 A.....Pay Only **3.37**

* Order batteries on page 614.

Scale-Model Toys—Sure to Promote Imaginative Play!

A GIANT NY-LINT BULLDOZER

Rugged scale model of one of the newest track-type bulldozers! Sure to please the young construction engineer—he can set the big blade in four positions! Powerful crank-operated chain winch on rear pulls other vehicles and equipment. 28-gauge steel with baked enamel finish. Rides freely on wide sure-grip vinyl tracks. Perfect choice for any youngster! 14 in. long.
87-5757 A—5 lbs. .....Only 5.37

B TONKA DOZER-PACKER

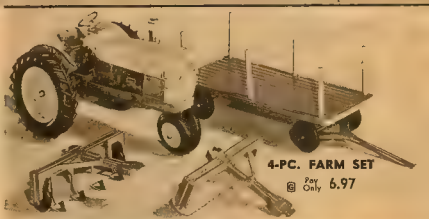
Just like equipment used to build real highways! Bulldozer blade adjusts to three positions for various types of work—moves on deeply grooved treads. Road packer is detachable—has eleven sturdy rubber tires. Lever on side opens bottom of packer for fine spreading. Heavy-duty steel construction with baked enamel finish. Measures 18¼ in. long overall.
85-3845 A—4 lbs...Pay Only 3.37

C STRUCTO MOBILE CRANE

Actually scoops and raises dirt! One wheel controls raising, lowering, loading, unloading of bucket. Second wheel raises, lowers boom. Crane swivels 360°. Adjustable stabilizers in rear prevent tipping. Steel with enamel finish. Plastic windshield. Realistic wipers, rear view mirror, horns. Plastic tires have white sidewalls. Crane measures 15½ in. long.
87-8090 W—8 lbs. .Pay Only 5.97

B TONKA ROAD GRADER

Accurate scale model with moving parts! Real-life action and hours of fun for young road builders! Wide scraper blade tilts, rotates. All-weather cab has steering wheel to turn front wheels. "Floating dual" back wheels. Heavy steel construction, baked enamel finish. Six rugged rubber wheels. 17 in. long.
85-3747 A—5 lbs. ..Only 3.37



B TRU-SCALE I-H "SCOUT"

Replica of the International Harvester "Scout"—converts to station wagon, pickup truck, or stripped down model for rugged action. Includes pickup top, station wagon top, two doors, detachable plow blade. Heavy-gauge steel, baked enamel finish. White vinyl sidewall tires. 9 in. long.
87-8132 A—3 lbs.....Pay Only 2.67

B 4-PC. HUBLEY FARM SET

Extra-large scale models of real farm implements! New model 12-in. long Ford 6000 tractor is so realistic! Comes with scaled plow, flat bed wagon, and cultipacker—all hitch to tractor. Sturdy metal construction with durable enamel finish.
87-8272 W—4-Pc. Set. 8 lbs..... 6.97
87 8330 A—Tractor only. 5 lbs.....3.67

Worcester is brewing you a pot of PROFITS

Jam packed with new ideas—new designs—and sets featuring such nationally advertised and known characters as...

Barbie†

Chatty Cathy†

Beany & Cecil††

Huckleberry Hound†††

Yogi Bear† †in our diversified line of

dinner and tea sets

casserole and carafe sets

play block sets

musical instruments

bowling sets

toy telephones

movie projectors and

launchers...

...all to create greater profits for you!

WORCESTER

WORCESTER TOY COMPANY • WORCESTER 4, MASS.

INTERNATIONAL SALES REPRESENTATION: HENRY KATZ ORGANIZATION • 200 FIFTH AVENUE • NEW YORK 10, N. Y.

†®T.M Lic., @ by Mattel Inc., 1961 ††@1950 Robert E (Bob) Clampett †††@Hanna Barbera Productions, 1962

Mr. Buyer, here's a Fair Deal...
1962 Seattle World's Fair Official Toys

Finer Products You Know... are from STALCO

CENTURY 21 SPACE GUN

The SPACE GUN has all the excitement of the Seattle World's Fair itself. Molded from durable red, linear polyethylene plastic, the SPACE GUN has lines right out of Buck Rogers. The gun actually launches a circular satellite which soars up to a 150 ft. altitude. A finned missile is then launched at the Satellite target. Attractively packaged with an outerspace design. Three satellites and 3 missiles with each gun. **Suggested Retail Price $5.00. SG 500**

RICH TOYS, INC. U.S. PATENT 186179, AND OTHER U.S. PATENTS PENDING.

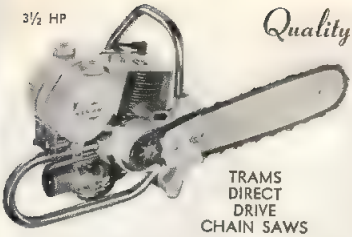
MUFFLO®

Looks and Sounds like a Real Muffler

An Exciting New Adventure in Bicycling. Mufflo fits all Bicycles and Takes only minutes to connect. MUFFLO lasts forever. Nothing to wear out... nothing to rust. Even Increase the sound by merely adding more tabs. Kids love MUFFLO! U.S. PATENTS PENDING

Suggested Retail Price: M-198—BLACK FINISH $1.98 M-298—CHROME FINISH $2.98

Quality Chain Saws and Home Shop Equipment



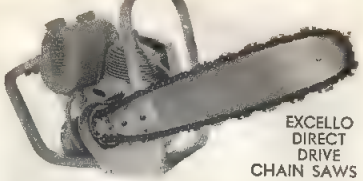
3½ HP

TRAMS DIRECT DRIVE CHAIN SAWS

LIGHTWEIGHT—POWERFUL

Rugged gasoline engine with instant recoil starter. Aviation diaphragm type carburetor for all-angle cutting-even upside down. Finger tip controls; automatic clutch; built-in chain tightener. 3½ H P. ½" pitch chain. **F.O.B. Illinois Factory.**

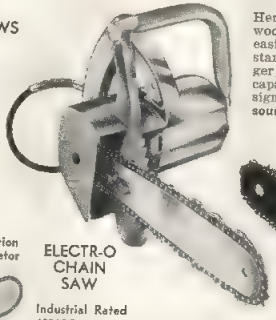
Cat. No.	Cut Size	Ship. Wt.	Retail
1473GF12000	16"	23 lbs.	$159.50
1474GF12750	19"	25 lbs.	169.50
1475GF9750	16"	23 lbs.	129.95



EXCELLO DIRECT DRIVE CHAIN SAWS

Here are the chain saws that take the work out of wood cutting! More power with less weight, handles easier, works faster. Features: Automatic recoil starter; toggle switch; larger, top-positioned trigger; Oregon chipper chain and guide bar, large capacity tank; built-in chain tightener; aircraft designed engine; all-position carburetor. **F.O.B. Missouri Factory.**

Cat. No.	Cut Size	H.P.	Ship. Wt.	Retail
1476GF8997	16"	3.0	24 lbs.	$119.95
1477GF13498	16"	5.0	27 lbs.	179.97
1478GF13865	20"	5.0	30 lbs.	184.87
1479GF14240	23"	5.0	31 lbs.	189.87
1480GF15848	23"	8.5	32 lbs.	211.30
1481GF16545	26"	8.5	33 lbs.	220.60
1482GF17287	30"	8.5	35 lbs.	230.50



ELECTR-O CHAIN SAW

Industrial Rated

1334GF5330—For professional or industrial use. Depth of cut: 10" safety clutch; heavy duty motor, positive chain adjustment. Cutting speed: 1300 F P M. Motor develops 1⅝ H P. 5.0 Amps Universal AC-DC, 115 volts, up to 60 cycles. Cord: 3-wire, 8' rubber covered with adapter plug. Ship. wt. 14 lbs. **F.O.B. Illinois Factory.** **Retail $79.95**

3½ HP
5½ HP

All Position Carburetor

TRAMS DIRECT DRIVE CHAIN SAWS

Heavy Duty Woodsman Series

Scientifically balanced. Needle bearing engine cuts in all positions. Instant recoil starter. 4-pt. fuel tank. ½" pitch chain. **F.O.B. Illinois Factory.**

Cat. No.	Cut Size	Ship. Wt.	Retail
3½ HP Models			
1483GF14950	16"	30 lbs.	$199.50
1484GF15750	19"	32 lbs.	209.50
1485GF16500	22"	34 lbs.	219.50
5½ HP Models			
1486GF15750	19"	32 lbs.	249.50
1487GF16500	22"	34 lbs.	259.50
1488GF20300	30"	34 lbs.	269.50

SKIL ELECTRIC CHAIN SAWS

Wrap-around pipe handle for cutting at any angle. Both models require 1500-watt portable generator. Specifications: Universal Motor, AC or DC up to 60 cycles. Voltage: standard, 115; furnished on order for 220 and odd voltages at no extra cost. Switches: enclosed double-pole momentary contact trigger type. Chains: Chipper type, ⅜" pitch, ⅛" kerf. **F.O.B. Illinois Factory.**

825GF13175—14" **Model 605.** Ship. wt. 22 lbs. **Retail $155.00**

826GF14450—20" **Model 606.** Ship. wt. 23 lbs. **Retail $170.00**

WILTON WOODWORKER'S VISE

3"x7" Jaw

1336G1266—The only Woodworker's Vise with integral front jaw design. Slide bar ends are force fitted into the jaw casting and permanently fastened from below, making the vise "tamper-proof". Hardwood handle. Can be mounted easily and accurately to any 2¼" bench top. Dog in front jaw and mounting screws included. Jaw size, 3"x7"; maximum opening 7". Approximate Ship. wt. 18 lbs. **Retail $19.00**

HIRSCH WORK AND HOBBY BENCH

1489GF1875—The very sturdiest, most practically designed Work and Hobby Bench. Perfect for the home workshop or industrial shop. Exclusive Features: Double tier tool rack 48" long; easy roll large steel storage drawer with DuPont nylon glides; 24"x48" husky-top, 1" thick compressed hi-impact board, gray steel parts with contrasting perforated back panel and bottom shelf. Height 34½". Quick and easy assembly. **Tools and vise not included.** Ship. wt. 73 lbs. **F.O.B. Illinois Factory.**

Mfr's. Sugg. Retail $29.95

LITTLE WONDER HOBBY VISE UNIVERSAL AND ADJUSTABLE

1488G1466—A completely all new vise that is 100% universal and adjustable. Works and fits anywhere. Suitable for steel, wood, plastics, glass or any other type material. Designed and engineered by the finest Swiss craftsmen. Will hold any shape or size material—flat, round or square, regardless of its length (Door—Windows—Tables, etc.). Can be used as a "C" clamp. Takes pieces only 6⅝" long. Ship. wt. 10½ lbs.

Mfr's. Sugg. Retail $21.00

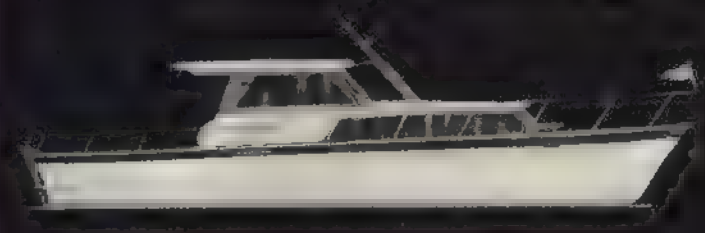
BOND JUMBO WORK BENCH

1490GF1797 An ideal work bench for the home owner, handyman and hobbyist. Constructed of first quality lumber throughout. Features: Large 20"x26" drawer, 49" wide bottom shelf, work bench top completely assembled, all joints locked with Bond-Built steel plates. Bench is 5 ft. wide, 2 ft. deep, 34" high. Top of bench is 1½" thick. Back height 24". Wood top with masonite cover. Ship. wt. 78 lbs. **F.O.B. Michigan Factory.**

Mfr's. Sugg. Retail $39.95

The 1962 TROJAN Sea Voyager LINE . . .

insures complete enjoyment of *The Good Life at its Best!*



TROJAN SEA VOYAGER 3700 EXPRESS

This express cruiser's desirability is considerably enhanced by two optional interior plans. Her rugged frame construction and planked hull encompass a truly commodious and complete indoor living area as well as spacious teak foredeck and cockpit. Planned to provide the highest standard of living for 4 or 6.

TROJAN SEA VOYAGER 3700 SEDAN

The absolute "ultimate" in luxurious living afloat. As either a 6 or an 8 sleeper, she's "boss" for a larger-than-average family or a couple with lots of "available friends".

TROJAN SEA VOYAGER 3400 EXPRESS

An industry "trend-setter". Her luxury appointments, from lounge area on her all-teak foredeck, to her spacious five aboard facilities for 6, make any voyage a pleasure.

TROJAN SEA VOYAGER 3000 EXPRESS

There's absolutely nothing like her in, or near her class. The ideal boat for those who want the "best value" in a four sleeper express cruiser.

TROJAN SEA VOYAGER 3000 SEDAN

Masterful planning has made her a real "floating home" with fully equipped galley and sleeping accommodations for six. 70 sq. ft. of enclosed living area.

Each year more and more boat owners "trade up to Trojan" to assure themselves of greater boating pleasure. Drop in and see your local Trojan dealer . . . he'll be glad to talk about the trade you're going to make sooner or later, anyway. On the other hand, if you're about to purchase your first boat, why not start off with the finest. Then you'll never need to "trade up to Trojan" a year or two from now.

If you live outside the continental limits of the United States of America and Canada, for full information on the Trojan line, contact:

TROJAN BOAT CO. EXPORT DIVISION
1010 Schaff Building
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PHILADELPHIA 2, PENNSYLVANIA
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TROJAN BOAT COMPANY LANCASTER 10, PENNSYLVANIA

Trumpy designed & built cruisers —

69 Foot PRIVATEER IV
built for Port Royal Inc., Naples, Florida

over 110 years' experience

84 Foot ESKIMO
built for John R. Kimberly, Neenah, Wisconsin

America's Foremost Custom Yacht Builders

JOHN TRUMPY & SONS, INC.

ANNAPOLIS, MD.

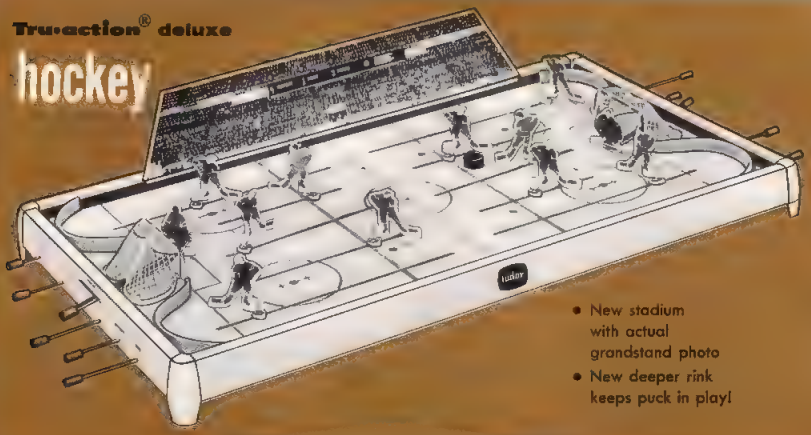
CHRYSLER

offers a lot that's new for

'62

Tru-action® deluxe

hockey



- New stadium with actual grandstand photo
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NEVER BEFORE SUCH REALISM

Tru-action® Electric **football** WITH "SCULPT-ACTION" FIGURES

- New "Kicker-passer" actually kicks with foot, passes with arm

PLUS NEWLY STYLED: Basketball, Baseball, Sports Car Race and Walt Disney Xylophones

Please request our new full-color catalog.

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NEW! Electric FOOTBALL

Most realistic football game ever created!

All actual football formations brought to life by "Sculpt-action" players who run, block, tackle, really pass and kick the ball! "Isopad" mounting deadens noise.

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NEW GAME

Tru-action® Electric **track meet**

International events excite U.S. sports fans

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GOOD—Remington Bel Air Our Thriftiest Portable

Only **47.77** or $5 Monthly

- Offers big machine features for easy and efficient typing
- Trim, compact and lightweight styling—easy to pack or carry
- Our lowest priced portable, reduced even more was 49.77

Bel Air good because it offers all the basic big machine features that assure easy speedy typing for all. And you get free typing course, and color-key chart as well! Slim, compact design is perfect for home, school, or travel Full 84-character keyboard Automatic and manual ribbon reverse, easy-set margins, release key; double line spacing Built-in carry case. Color Starlight Blue. Fed. Ex. Tax included. Express. MSS J 4969 PICA Type (17 lbs.) 47.77

Shop Early! Use Your Budget Power . . . Lowest Monthly Terms

make it a famous brand portable

BETTER—Skylark by Remington

Only **55.77** or $5 Monthly

Skylark better because it lets you handle a wider range of typing jobs with its extra features: variable line spacer, 2 color ribbon or 1 handy stencil cutter And now reduced was 359.88 in Fall Catalog. Precision portable makes a perfect gift with its streamlined design and many quality features. 84-character keyboard with standard size carriage. Visible margins set at a touch Back space, margin release keys Positioning scale on paper bail Two-color ribbon selector Carry case
Color Pastel Green F E T included. Express.
MSS J 4987 PICA Type (19 lbs.) Was 59.88 55.77
MSS J 4988 ELITE Type (19 lbs.) Was 59.88 55.77

BEST—Star-Tab by Remington

Only **74.88** or $5 Monthly

Star-Tab—best because it offers 32 office machine features to give all-around superior performance! Sleek ultra modern portable is a labu-out buy at our reduced holiday price was $79.77 Engineered for precision and extra convenience with keyset tabulator that instantly sets or clears columns and indents Variable line spacer lets you type "on the lines" Two-color ribbon and stencil cutting device automatic ribbon reverse Touch regulator Standard-size carriage, 84 character keyboard; paper extension arms Carry case
Color Two-tone Gray F E T included. Express.
MSS J 4964 PICA Type (28 lbs.) Was 79.77 74.88
MSS J 4972 ELITE Type (28 lbs.) Was 79.77 74.88

Get This $8.95 Case for ONLY $1 MORE

Handsome leather-look plastic, fully zippered, made exclusively for this adder

More for your money

Rapid, Compact Remington Full-power Electric Adder

Adder Plus 8.95 Case **78.50** 86.45 Separately

More Features! Full-power one-hand operation—speeds up all your work

More Qualities! Shows your total with clear, permanent record on tape

More Savings! Purchase adder and case at same time—save over 10%

Easy-to-operate electric adder saves time and energy, eliminates errors. So compact . . . it measures only 11½x7⅜x6 in. high; weighs only 9 lbs. Ten-key keyboard lists up to $999,999.99; totals to $9,999,999.99. Fixed punctuation. Plastic housing. UL appr. motor, 110-120V. AC Paper roll, ribbon, dust cover included. Express. $5 monthly

M88 J 4825W. ADDER, CASE (18 lbs.) 78.50
M88 J 4928. ADDER only. (14 lbs.) . . 77.50
Z88 J 4942. CASE only. Mail. (3 lbs.) . . 8.95

for the family's Big gift . . .

The "Featherlight" Royal Signet Portable

Only **63.50** or $5 Monthly

Amazingly easy-to-carry with its incredibly compact, lightweight styling. Stands only 3-in. high; weighs only 8½ lbs. Does work faster, easier . . . perfect for the family's school work or letter writing; great to take along on your business trips. All metal frame provides strength and durability. Smooth-riding ball bearing carriage makes typing a joy. Full 84-character keyboard, finger-flow keys. 1, 1½, 2 line spacing, quick-set margins. Two color ribbon selector and stencil cutter. Automatic ribbon reverse. Detachable top plate removes for easy ribbon change or cleaning. Deluxe carrying case doubles as a utility case.
Two-tone Gray Fed. Excise Tax included. Express. (16 lbs.)
M88 J 4980. PICA Type. M55 J 4994. ELITE Type 63.80

Our Finest . . . Smith Corona Galaxie

Only **107.50** or $5 Monthly

The ultimate in convenience and efficiency! Most preferred among portables for its trouble-free, top-quality performance and easy operation. Ideal for busy families.
Offers you so many "big machine" features: easy-set margins, key set tabulation, touch selector. Accurate "page gauge" for 8 to 11-in. paper. Full 88-character keyboard. Variable line spacer, two-color ribbon selector. Glide-out cover for easier ribbon changing and cleaning. Handsome trim-line carrying case for convenience. Instruction book included.
Style: Star Mist Blue, Driftwood Gray.
Federal Excise Tax included. Express. (25 lbs.)
M88 J 4921 PICA Type. M85 J 4923. ELITE Type . . 107.50

Lowest Budget Power Terms in history give you more buying power

You'll never sell a singular

PeeWee!

THERE ARE

WISHNIKS

IN YOUR FUTURE!

and—
BIG THANKS to our ever-growing list of WISHNIK licensees

—for providing Wishnik-Happy owners with hours of play-and-fun merchandise.

IDEAL TOY CORP.	Dishes, Pull Toys and Cars
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Only Wishnik has the Double Horseshoe

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Showrooms: Room 556, 200 Fifth Avenue, New York, N.Y. 10010

America's Leading Manufacturers of Popular Priced Dolls Since 1917

The Wishn
record-s
Sooner
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and all

because they'll never buy just one!

UNEEDA'S POCKET SIZE

PeeWee

The

Doll World

she's Irresistible

's why!

4 inches!... just 4 inches of incredible charm and fun.

Uneeda, who gave you the all-time best selling WISH-NIKS, now brings you PeeWee, another outstand ng smash hit

Twelve tiny adorable dolls each with its own h gh fashion c
round the clock fun
that little girls will love to dress and undress
—that teenagers and adults will treasure as collectors' items

So appealing, they'll never bu... ... irresistibly priced for more profits per sale.

PEEWEE LICENSEES Like Uneeda's Wishniks, the new pocket size PeeWee line of dolls will be h... ... manufacturers. ... ...

Men's Work and Play Wear

- 8½ oz. cotton herringbone!
- 6 oz. Celacloud innerlining!
- Sanforized and mercerized!
- Features 100% nylon lining!
- Trouble-free 2-way zipper!

MEN'S INSULATED WASHABLE COVERALL
Zipper-front coveralls ideal for outdoor wear—work, play, sport! Heavyweight mercerized 8.5 oz. cotton herringbone with quilted Celacloud acetate insulation for maximum warmth, minimum weight. Celacloud is comfortable, quick-drying, moth- and mildew-resistant, dust- and lint-free! Strong reinforced seams for long wear. With convertible collar, two large chest pockets, long sleeves with rib-knit cuffs, two side pockets, 2 hip pockets. 2-way zipper. Straight hemmed bottoms. Fully washable—Sanforized. Men's small (34-36 in. chest), medium (38-40), large (42-44), extra-large (46-48)—specify. 4 lbs.
57-4715 KY—Spruce green ....Pay Only 10.97

A MEN'S INSULATED JACKET
Heavyweight for heavy duty—insulated for extra warmth! Impregnate-treated—water-repellent, spot- and wind-resistant. Sturdy 9-oz. cotton sateen shell with heavy quilted rayon lining. Extra warm interlining. Jumbo zipper. Two side pockets. Rib knit collar, cuffs, and waistband. Men's even chest sizes 36 to 48—be sure to specify. Shpg. wt. 2½ lbs.
82-9846 UK—Olive drab.. 6.94
82-9903 UK—Charcoal gray..6.94
79-3463 UK—Forest green....6.94

*Use Credit Command on your next order—see page 789

Fleece-Backed Sweatshirts

B HOODED SWEATSHIRT
Designed for rugged wear and snug warmth—the ideal sweatshirt for all sports and outdoor activities Made of heavy-weight washable fleece-backed cotton with hand warmer pocket in front. Snug fitting set-in sleeves, rib knit cuffs and waistband. Double thick drawstring hood. Men's sizes small (34-36 in chest), medium (38-40), large (42-44), or extra large (46-48)—specify. Shpg. wt. 1 lb.
38-2267 KY—Red .....Pay Only 2.50
38-2309 KY—Navy blue.....Only 2.50
38-2341 KY—Medium gray ..Only 2.50

C HEAVYWEIGHT SWEATSHIRT
Full-cut! Made of soft, durable fleece-backed cotton with nylon reinforced crew neck. A perfect choice for all outdoor activities. Styled with ribbed cuffs, collar, and waistband. Long set-in sleeves. Washable. Men's sizes small (34-36 in chest), medium (38-40), large (42-44), extra-large (46-48)—specify. Wt. 1 lb.
38-2143 KY—White ..Pay Only 1.59
38-2184 KY—Silver gray....Only 1.59
38-2226 KY—Navy blue.....Only 1.59

D ZIPPER PULLOVER SWEATSHIRT
Smart zipper placket on a fleece-backed 100% cotton sweatshirt that's your perfect outdoor companion in any weather! Warm and comfortable Well made and full cut—with rib knit cuffs. Long set-in sleeves. Wash separately. Men's small (34-36 in. chest), medium (38-40), large (42-44), extra-large (46-48)—specify. Wt. 1 lb.
38-2028 KY—Navy ...Pay Only 1.89
38-1988 KY—Gunmetal gray.Only 1.89

E FULL ZIPPER SWEATSHIRT
Warm and comfortable cardigan style sweatshirt—easy to slip off and on! It's perfect for all outdoor work and play. Heavyweight fleece-backed cotton with full zipper front. Two side slash pockets. Rib knit collar, cuffs, and waistband. Long set-in sleeves. Wash separately. Men's small (34-36 in. chest), medium (38-40), large (42-44), or extra-large (46-48)—specify size. Shpg. wt. 1 lb.
38-2069 KY—White ..Pay Only 2.89
38-2101 KY—Black .....Pay Only 2.89

Buy clothing for yourself—and your whole family at GMC. If in doubt about size, see our size charts on pages 772 and 773

SHOP THE HANDY GMC WAY!
EVERYONE SAVES—YOU TOO

Men's Work Clothes

UNION MADE

Jacket 3.49 Pants 2.59

A B EXTRA-HEAVY COTTON DENIMS
Union made. Heavy-duty 11¼-oz. blue indigo cotton denim. Seams triple-stitched to take hard wear. Sanforized—less than 1% shrinkage. Wash with dark clothes.

[A] Jacket. Styled with zipper front and big flap pockets. In men's chest sizes 36, 38, 40, 42, 44, 46—be sure to specify.
38-2132 UC—2 lbs.....Pay Only 3.49

[B] Pants. Bar-tacked at points of strain. Hammer loop. Handy rule pocket. Zipper fly. Specify both waist and inseam sizes—see size chart on this page under [E].
95-7597 NG—2 lbs.....Pay Only 2.59

13¾-oz. Cotton Denim

10-oz. Denim of Cotton and "420" Nylon

10-oz. Cotton Denim

C Pay Only 2.79

D Pay Only 2.89

B Pay Only 3.69

C WESTERN JEANS
Western style for work or leisure. Made of heaviest 13¾-oz. blue cotton denim for long wear, easy care. Sanforized—shrinkage less than 1%. Double-stitched seams. Front, back hip pockets. Zipper fly. Wash with dark clothes. Specify both waist and inseam—see chart on this page under [E]. Wt 1½ lbs
69-1444 NG.....Only 2.79

D WORK JEANS
Long wear at a money-saving price! Sanforized 10-oz. blue work denim in cotton fortified with "420" nylon. Sturdy triple-stitched seams. Bar-tacked, riveted at strain points. Rule pocket, front and back pockets. Zipper fly. Wash with dark clothes. Specify both waist and inseam—see chart on page under [E]. 2 lbs.
37-4165 NG.....Only 2.89

E FULLY-LINED WORK JEANS
10-oz. blue cotton denim—full cotton flannel lining! Triple stitched seams. Strain points riveted, bar-tacked. 2 side, 2 back pockets. Zip fly. Sanforized. Wash with dark clothes. Specify waist, inseam—see below.
38-9619 NG—Blue. 2 lbs.. Only 3.69

WAIST	30	32	34	36	38	40	42
INSEAM	30	30	30	30	30	30	30
		31	31	31	32	32	
		32	32	32			
			34				

E Pay Only 2.97

G COTTON FLANNEL SHIRT
A triple winner—combines quality, comfort, and easy-care! Features striking woven plaid in wash-a-wear cotton flannel. Sanforized. Cut for comfort! Stay-in-place shirttails. Two button-flap chest pockets. Convertible collar. Long sleeves with button cuffs. Neck sizes 14½, 15, 15½, 16, 16½, 17—specify 1 lb.
38-8322 ZU—Blue Plaid..... 2.97
38-9551 ZU—Red Plaid...Only 2.97

USE CREDIT COMMAND!
No cash needed to buy men's quality work clothes now. For buying power when you need it try Credit Command—see page 789 for details.

Both genuine cowhide

H Pay Only 1.39

J Pay Only 2.39

H 1¾-IN. COWHIDE GARRISON WORK BELT
For work or sport. Made of genuine top-grain cowhide leather. 1¾ in. wide. Available in waist sizes 30, 32, 34, 36, 38, 40, 42, 44, 46—specify when ordering.
91-9829 UG—Black. ½ lb.....Pay Only 1.39
91-9910 UG—Brown. ½ lb.....Pay Only 1.39

J 1½-IN. TOP-GRAIN COWHIDE WESTERN BELT
Tooled Western design on top-grain cowhide leather. Rectangular solid brass buckle—"silver" finish, "jewel" trim. Waist 30, 32, 34, 36, 38, 40, 42, 44, 46—specify.
38-9460 UG—Suntan. Wt. ½ lb.....Pay Only 2.39

View-Master

EDUCATIONAL AND ENTERTAINING STORIES

Set of 7 reels—49 pictures

[A] Pay Only **2.15** for Set

[A] VIEW-MASTER PACK—STEREO COLOR PICTURE STORIES

3D stereo picture stories in sparkling color—use with [B], [D], or any View-Master viewer. Pack contains seven reels (49 pictures) of related subjects—grouped under one title—specify full title.

Series 1	Series 2
00-Cities of the World	00-TV Characters
01-Faraway Lands	01-Fairy Tales
02-East Vacationlands	02-Classic Stories
03-West Vacationlands	03-TV Adventures
04-Cities of the U.S.A.	04-Disneyland
05-National Parks	05-World's Animals
06-Huckleberry Hound	06-Nature and Science
07-Disney Favorites	07-Religious Stories
08-Disney Fairy Tales	08-American History
09-Beginner's Bookshelf	

14-7751 CC—Series 1 Reel Pack. ½ lb . . . . . .Pay Only **2.15**
14-7850 CC—Series 2 Reel Pack. ½ lb. . . . . .Pay Only 2.15

[B] Pay Only **3.65** Complete Package

- View-Master stereo viewer!
- Gift-boxed with 7 reels!

[B] VIEW-MASTER STEREO VIEWER PLUS REEL PACK

Perfect gift for any child! Includes sturdy plastic viewer plus reel pack of colorful 3D stereo picture stories. Attractive gift box—includes seven related reels (49 pictures)—specify full title when you order.

Choose One
00—Fairy Tales
01—TV Favorites
02—Western Adventures
03—Disney Favorites
04—Cartoon Favorites

14-7033 CC—Complete gift package. Shpg. wt. 1 lb..Pay Only 3.65

WALT DISNEY CARTOON THEATER WITH 140 PICTURES ON 10 REELS

[C] Pay Only **8.48**

[C] WALT DISNEY THEATER

A child-size cartoon theater with famous Disney characters—Donald Duck, Mickey Mouse, Bambi, and many others. It's easy to use—just flip the lever to change scenes. Ten reels of vibrant full-color slides included in pack—a total of 140 pictures. Two screenettes—one with indoor background, the other with drive-in type background. Junior-size electric projector with 30-watt lamp and sharp 1/3 Lumo-Ray lens—shows colored picture stories in two dimensions. Projector of durable plastic and metal on no-mar rubber-tipped legs. Operates on 110-120 volts, AC-DC—UL approved. 5½-ft. cord and instructions included. Attractively packaged in bright gift box. Buy it now at a low GMC price—makes a wonderful gift for any occasional Shpg. wt. 4 lbs.
14-5144 A—Complete pack..Only **8.48**

LIGHTED STEREO VIEWER

- Battery-operated viewer!
- With 7 full-color reels!
- Attractively gift-boxed!

[D] Complete Package **5.85**

[D] VIEW-MASTER DELUXE PACK

Lighted viewer brings picture stories to life in rich, full-color 3D stereo! Includes deluxe lighted viewer for the ultimate in viewing pleasure—new brilliance, clarity, and viewing ease. Made of durable plastic. Large, sensitive light bar Operates on two "C" batteries (included). Also includes seven View-Master reels (49 pictures) in full-color 3D stereo. Attractively gift-boxed. Each title includes seven reels—specify full title when ordering. Wt. 2 lbs.

Choose One
00-Fairy Tales
01-TV Favorites
02-Western Adventures
03-Disney Favorites
04-Cartoon Favorites

14-5946 CC—Complete pack. . . . **5.85**

NOW!...from Uneeda...
The nation's leading manufacturer of
POPULAR PRICED DOLLS
Since 1917

Walt Disney's

BLUE FAIRY

Beautifully Created by UNEEDA

Inspired by

Walt Disney's **Pinocchio**

TECHNICOLOR, ALL-CARTOON FEATURE
(Already released at theatres throughout the country)

Made to RETAIL at only **2.98**

Now, for the first time, a "name" doll (a name familiar to every child who has ever heard or seen the classic story of Pinocchio) made to retail at only $2.98. In CREATIVITY of design and QUALITY of detail, Uneeda's "Blue Fairy" Doll is an amazing value—and, it's sales success is assured by the millions of youngsters who will see and love the Disney promoted movie "Pinocchio."

Exciting innovations and classic favorites combine to make Uneeda a "must see" line this year more than ever before.
See the "Blue Fairy" and the COMPLETE NEW LINE of UNEEDA DOLLS at the ***1962 TOY FAIR***

• BABY BUMPKINS • BABY SWEETUMS • BABY TALKS • BABY WIGGLES • BLABBY • BUNNY TOTE • CRADLE BABY • DEBTEENS • DEWDROP • DOLLIKINS • DOLLY TOTE • FRECKLES • MOTHERS DREAM • NEEDA TODDLES • PATTY KIX • POLLYANNA • PRITHILLA • TINY WALKER • YUMMY

For the Ultimate in Creativity and Value in Popular Priced Dolls

UNEEDA DOLL CO., Inc.

Room 552, 200 Fifth Avenue
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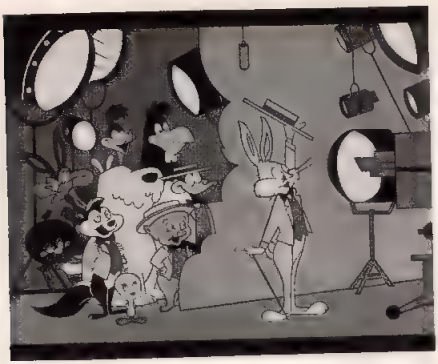
new!

THE WARNER BROS. CARTOON FAMILY OF STARS



BUGS BUNNY, THE ROAD RUNNER, WILE E. COYOTE, ELMER FUDD TWEETY & SYLVESTER and many others.

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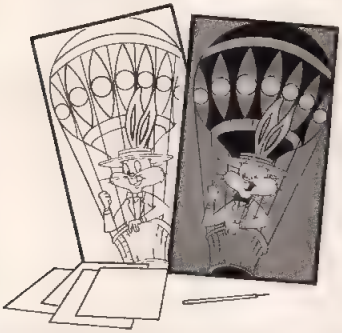
BRILLIANT cell O color™ DO-IT-YOURSELF KITS

FOLLOW UP your successful holiday promotion of our beautiful CELL O COLOR stained glass

CHRISTMAS WINDOW

decoration kits with YEAR 'ROUND SALES of our NEW 10" x 18" CELL O COLOR do-it-yourself kits featuring these popular WARNER BROS. CARTOON STARS . . . PRE-SOLD for you by the highly rated BUGS BUNNY ABC NETWORK TV SERIES, COMIC BOOKS, NEWSPAPER STRIPS, THEATRE CARTOONS AND OTHER EFFECTIVE MEDIA.

The vast children's market will be asking you for CELL O COLOR do-it-yourself kits . . .
Place your orders early . . .



PRE-PRINTED, TRANSLUCENT PLASTIC SHEETS 10" x 18", COATED WITH PRESSURE-SENSITIVE ADHESIVE, WITH ALL AREAS NUMBERED FOR COLORING WITH SPARKLING CELLOPHANE . . . NO PAINT TO SPILL . . . NO MUSS . . . EVERYTHING NEEDED COMES COMPLETE IN EACH KIT . . . FOR ONLY 98¢ RETAIL.

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CELL O COLOR KITS AT:
Toy Fair
HOTEL NEW YORKER
ROOM 510

WOODY WOODPECKER
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AD-HESIVE
Paper Company
INCORPORATED
1130 EAST ASH, FULLERTON, CALIF

Models B4 and B6

WEAVER SCOPES

FOR .22's AND RIFLES OF LIGHT RECOIL

Newly designed Seal-Lock Turret fully protects independent windage and elevation adjustments of guaranteed accuracy. Turrets are graduated for fast, accurate sight adjustment.

Model B4 (4-power) illustrated with Weaver Tip-Off Mount. B6 (6-power) is the same except slightly longer

LATE MODEL RIFLES WITH DOVETAIL RECEIVER GROOVES TO FIT WEAVER TIP-OFF MOUNT

Marlin
Models 39A, 56, 57, 80, 81, 88, 89, 98 and 99

Mossberg
Models 142, 144, 146, 151, 152 Series 300, 400, 620 and 640

Browning
.22 Automatic, Grade 1

Ithaca
X5 Lightning

Remington
Models 11, 12, 66, 76, 511, 512, 513-S, 550, 552 and 572

Winchester
Models 51, 63, 69, 72, 74, 75-S and 77

Savage
Models 4, 5, 6 and 29

Stevens
Models 84, 85, 86 and 87

H & R
Models 422 and 800

Your customers will like B Models' sharp, clear optics, compact, streamlined design plus quick, convenient installation. Model B Scopes are factory-aligned in the mounts. You can install them for your customers right at your counter. Attract customers to your .22 rifle displays by equipping them with Model B Scopes. Always suggest the scope to your customers along with the rifle.

NO TAPPING NO DRILLING

Neat, attractive, and dependable, the Weaver Tip-Off Mount tips easily into dovetail receiver grooves without use of tools!

Department 10 **W. R. WEAVER CO.** El Paso, Texas

(For More Information Circle No. 247 on Page 183)

my privilege to have been invited to moderate the first open forum ever held at the market. The jobbers and the reps worked together on this and more than 100 turned out, mind you, on a Saturday night — a Saturday night that also heralded the opening of the American Football League season.

Dick Ainsworth and his committee did an admirable job in staging this forum and the talent attracted was a tribute to the high regard in which the Southwest distributors are held. (The cast and highlights of this forum are to be found on page 104.) **Ray Bellinger** and his market committee also are to be complimented for conducting a workmanlike show.

Still the idol of the youngsters—and grownups as well—the Texas Ranger stands guard over Love Field lobby in Dallas. The inscription reads: "One riot, one Ranger."

The jobbers and reps held joint committee meetings and afterward I heard a number make the same type of remark:

"You know, I have a better understanding now of the other fellow's problems."

This always sounds so trite, yet it is the chief benefit that can be attained at any of the meetings.

As Ainsworth stated it so effectively during the Southwest jobbers own meeting on Sunday morning:

"Your toughest competitor is your best friend; after all, he's a jobber, too, and trying to get along just as you are."

Amen!

extra reel profits
Start Here

PENN REELS...

have for 13 consecutive years taken more prize winning catches than all others in the Field & Stream annual fishing contest—proof that PENN Reels' performance and dependability make them first choice with top fishermen. . . . Prize winning PENN Reels are easiest to sell. Over 80 different models, each built by American craftsmen to PENN'S traditional standard of quality, provide the right reel for every fishing need.

Get the whole PENN story from your PENN distributor and get set for extra sales and extra profits.

PENN SENATOR 5/0—You can't beat a Senator Reel for fishing from a boat. Designed for thrilling fishing adventure, the ten models in the Senator family provide smooth dependable performance.

IN THE 1961 Field and Stream CONTEST

(SALT WATER DIVISION)

54.6% of the winning catches taken on PENN Reels

A few of many contest groups, showing number of winners using PENN Reels

Striped Bass	10 out of 10
Bluefin Tuna	10 out of 10
Pacific Sailfish	9 out of 10
Tarpon	8 out of 10
White Marlin	7 out of 10
Channel Bass	6 out of 10
Atlantic Sailfish	5 out of 10

Also—these Special Prize Catches Were Taken on PENN Reels

Bluefish • Mako Shark • Weakfish
Striped Marlin • Roosterfish
Wahoo • Pacific Yellowtail
California White Sea Bass

Fresh water prize winners used PENN Reels too!

Rainbow Trout	5 out of 10
Chinook Salmon	5 out of 10
Dolly Varden	
Silver Salmon	

PENN FISHING TACKLE MFG. CO.
3028 West Hunting Park Avenue
Philadelphia 32, Pennsylvania

Penn REELS

(For More Information Circle No. 246 on Page 183)

Power-Packed Streamlined Wizard Chain Saws

100% ALL POSITION OPERATION With Fuel Pump Diaphragm Carburetor

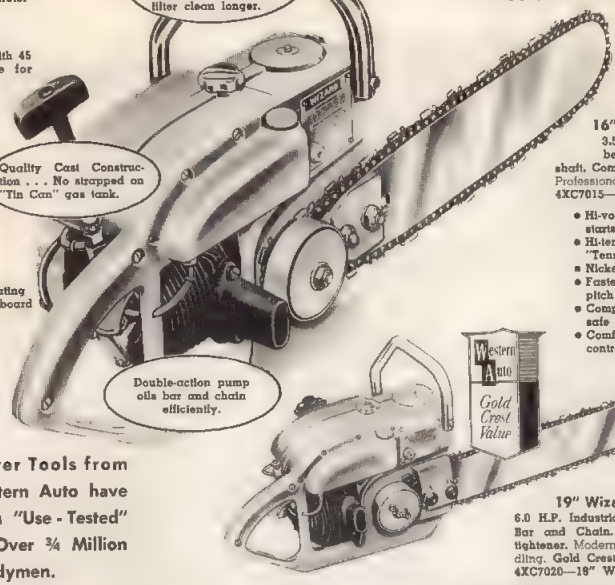
Down Draft Carburetor mounted high and away from saw dust keeps air filter clean longer.

Handle bar with 45 degree angle for notching.

Quality Cast Construction . . . No strapped on "Tin Can" gas tank.

Cooler Operating Automatic Outboard Clutch.

Double-action pump oils bar and chain efficiently.



Quality & Low Price—Value! No more renting a chain saw day-to-day . . . Buy this exceptional Wizard value now!

16" Wizard Power Chain Saw

3.5 H.P. Utility Engine with ball bearings at both ends of crankshaft. Complete with 16" Bar and Chain. Professional quality components.
4XC7015—16" Wizard Chain Saw $134.95

- Hi-voltage magneto for faster starts, positive ignition cut-off.
- Hi-tensile strength lightweight "Tenzaloy" castings.
- Nickel-plated steel handle bar.
- Faster and Smoother cutting $\frac{7}{16}$" pitch chain.
- Compact design assures easy, safe operation.
- Comfortable in-line pistol grip control handle.

19" Wizard Power Chain Saw

6.0 H.P. Industrial Chain Saw Engine with 19" Bar and Chain. Complete with Deluxe chain tightener. Modern compact design for easier handling. Gold Crest Value.
4XC7020—19" Wizard Chain Saw $187.95

Power Tools from Western Auto have been "Use-Tested" by Over ¾ Million Handymen.

Chain Saw Accessories

Chains:		Guide Bars:	
4X6016—19" $\frac{1}{4}$" Pitch	$27.95	4X6012—19". For 4X6018, 17	$19.50
4X8017 19". $\frac{7}{16}$" Pitch	27.95	4X6010—18". $\frac{7}{16}$" Pitch	$21.95

IMPORTANT. Specify pitch, size, drive link thickness when ordering chain. Latest model direct-drive saws (7 tooth sprockets) require $\frac{7}{16}$", .063" chain, earlier saws (5 tooth) require $\frac{1}{4}$" pitch .050" or .063" drive link. Always match bar, chain and sprocket.

SHARPENING: Sharpening kit facilitates correct and accurate sharpening, increases efficiency of chain saw

4X6020—Chipper Chain Sharpening Kit with Filing Guide and File. For $\frac{7}{16}$" Chain Pitch $6.39

Modern Design Features Make the Difference

Whether it's a saw for occasional woodcutting for the fireplace a general purpose saw or all around use and light pulp cutting on the farm or a professional horsepower saw for the woodsman, you'll find a Wizard Chain Saw to meet he need. The compact lightweight Wizard Chain Saws are available in three models all supplied with professional quality components. Each is equipped with an automatic recoil starter for easy starting and long years of efficient use.

The high-speed operation of the Wizard Chain Saws makes the chain feed itself into the wood and requires less effort on the part of the operator. Each is equipped with latest type of fuel pump diaphragm carburetor that permits use of saw in any position. Pump oiler meets need of adequate lubrication. To chain at all times, prevents wear. The direct-drive design and $\frac{7}{16}$" pitch chain assure fast-cutting performance and less operator fatigue. All saws feature the horizontal engine and well protected air cleaner mounted high and away from oil and saw dust.

Complete Planting Instructions on Every Box

Special Fall Bulb Offer

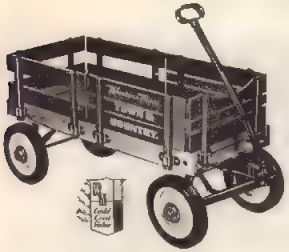
A complete line of garden bulbs arriving just in time for Fall planting. Imported from Holland—the center of the bulb growing world—to produce an enjoyable, beautiful garden in the Spring. Choose from these varieties: Daffodils, Crocus and Hyacinth (several colors) . . . the heralds of Spring, gorgeous Tulips in several varieties including multi-blooming and many single and variegated colors. Ready for planting—simple to set. Quality guaranteed. Packaged under the supervision of the U.S. Plant Quarantine Inspection.

HYACINTHS, White. 8 Per Box. Medium Size (In Assmt.: 7 Boxes)
HYACINTHS, Pink. 8 Per Box. Medium Size (In Assmt.: 8 Boxes)
HYACINTHS, Blue. 8 Per Box. Medium Size (In Assmt.: 7 Boxes)
GARDEN TULIPS, Mixed. 10 Per Box. Top Size (In Assmt.: 25 Boxes)
GARDEN TULIPS, Red. 10 Per Box. Top Size (In Assmt.: 20 Boxes)
GARDEN TULIPS, Pink. 10 Per Box. Top Size (In Assmt.: 15 Boxes)
GARDEN TULIPS, Yellow. 10 Per Box. Top Size (In Assmt.: 15 Boxes)
GARDEN TULIPS, White. 10 Per Box. Top Size (In Assmt.: 15 Boxes)
GARDEN TULIPS, Blue. 10 Per Box. Top Size (In Assmt.: 15 Boxes)
GARDEN TULIPS, 2-Tone. 10 Per Box. Top Size (In Assmt.: 13 Boxes)
RED EMPEROR TULIPS. 8 Per Box. Top Size (In Assmt.: 20 Boxes)
DAFFODILS, King Alfred. 8 Per Box. Regular Size (In Assmt.: 20 Boxes)
CROCUS. Mixed Colors. 20 Per Box. Regular Size (In Assmt.: 20 Boxes)
(In Assmt.: 200 Boxes Total)

XF7651—(F.O.B Atlantic and Gulf Ports.) Per Box ..... .95c

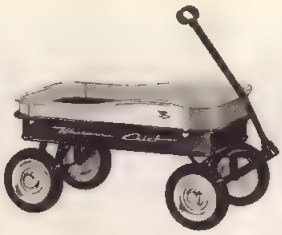
Selling Prices Shown Are Approximate—Ask Your Western Auto Man for Exact Prices

Top-Quality Coaster Wagons for Work and Play



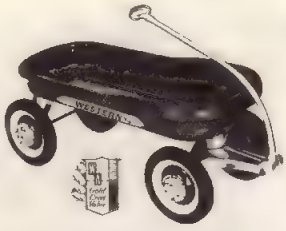
WOOD STAKE WAGON. Extra-big and strong for hauling heavy loads. 38" x 18" x 10" box of kiln-dried lumber reinforced with cleats. Heavy stamped-steel gear. Tubular-steel handle. 10" double-disc wheels have "Congo" lifetime graphite bearings. 1¾" semi-pneumatic tires. Natural wood finish box with red stake panels.

3FC1376—Gold Crest Value **$20.95**



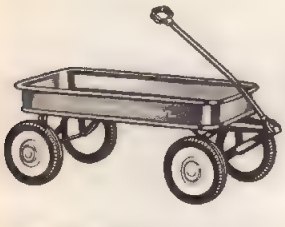
WESTERN FLYER "CHIEF" WAGON. An all-purpose vehicle for work or play. Excellent for heavy work around house or farm. Four steel panels slip out for coasting fun—back in for hauling groceries etc. Seminole Red 38" x 17½" body is 8½" deep with steel panels in place. Has 8½" wheels with 1¼" semi-pneumatic, puncture-proof tires for an extra cushiony ride. Sturdy ½" axles. Steel panels are blue and white. Long-wearing, sealed lubricating bearings.

3FC1362 **$13.95**



WESTERN FLYER SUPER DELUXE WAGON. 36" long and made from heavy-gauge steel for rugged play. Tongue is ¾" heavy steel tubing . . . famous Western Flyer "fifth wheel" steering is mounted on tongue. Full ball-bearing 10" double-disc wheels with 1⅜" semi-pneumatic tires. Red enamel finish with white trim, red and white wheels. New automotive-type spinner hubcaps, gleaming vacuum plated. Body is 17" wide for hauling a big payload or playload!

3FC1360—Gold Crest Value **$16.25**

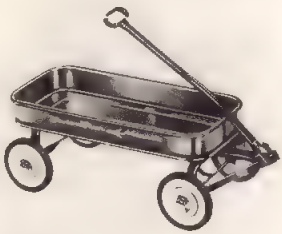


WESTERN FLYER WAGON. Gives smooth floating ride on 10" x 1¾" semi-pneumatic rubber tires. Ruggedly built for heavy hauling and long life. One-piece steel body, 38" x 17½" x 4½". 10" steel-disc wheels with long-wearing, self-lubricating bearings. Bed is finished in bright red baked-on enamel, white wheels, black running gear.

3FC1350 **$12.25**

WESTERN FLYER "ROCKET WAGON." Full size sleek wagon for years of dependable service. 8½" double-disc steel wheels equipped with long-wearing, self-lubricating bearings, and 1¾" puncture-proof semi-pneumatic tires. Big 34" x 15½" x 4½" body. Red baked-enamel finish with white trim accents.

3FC1342 **$8.95**



WESTERN FLYER "MISSILE" WAGON. Super-cushion ¾" molded-rubber tires. Heavy steel running gear. Steel body with rolled edges measures 28" x 13" x 3¾". 7" double-disc wheels. "Fifth Wheel" type steering gear. Finished in bright red baked-enamel, black undercarriage, white wheels.

3FC1341 . . . . . **$8.75**

WESTERN FLYER "CHAMP". Big fun . . . low price! 6" double-disc wheels with ¾" rubber tires. All weather bright red baked enamel finish with white trim. 24½" x 12" x 3½". Rolls smoothly on durable sleeve bearings.

3FC1340 ..... **$4.15**

WESTERN FLYER "TOT" WAGON. Big wagon style . . little tyke fun! Heavy-gauge one-piece steel body, 20¾" x 10¼" x 3". Rolled edges for safety. 5" double-disc wheels with sleeve bearings. ½" rubber tires. Bright red baked enamel with white trim.

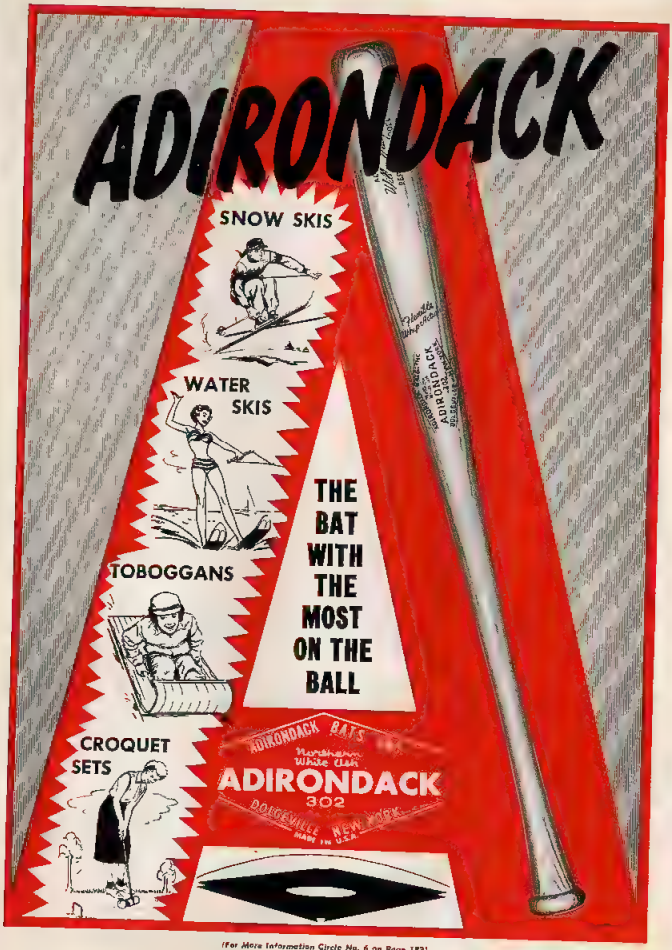
3FC1339 ..... **$2.95**

"TINY TOT" WAGON. Seminole red body measures 16" x 8¾" x 2". All-steel construction, with rolled edges for safety. Black enamel undercarriage, with 4½" sparkling white wheels. ¾" solid-rubber tires. A lot of fun at a little price.

3FC1338 . . . . . **$1.98**

"HY-SPEED" WAGON. 1½ to 3-year-old tots love it! It's easy to handle, and practically indestructible! Steel construction. 2 lbs. light. All steel edges rolled for safety. Bed measures 14½" x 8½" x 2". 3¾" linear polyethylene wheels. Red with yellow trim.

3FC1332 **$1.65**



(For More Information Circle No. 6 on Page 182)

(For More Information Circle No. 7-8 on Page 182) ⟶

1962 WILLIS CRAFT
36 Feet to 50 Feet

Sport Fisherman or Sedan available in either the trunk cabin or raised deck model. 36' - 40' - 44' available in standard models. Other size boats are custom built to buyers' specifications.

Call, Wire or Write for information on either gas, diesel, single or twin screw.

M. W. WILLIS & SONS BOAT WORKS
MARSHALLBERG, N. C. • Telephone PA 9-3341

AMERICAN DYNION WATER PURIFIER

■ A portable water filter and purifier, the Dynitron Sportsman, is made by American Dynion Water, Inc. It makes crystal-clear, bacteria-free drinking water available instantly from lakes, ponds, streams, rivers, no matter how polluted.

The Dynitron Sportsman is compact and lightweight (under ten pounds). The unit consists of a rustproof stainless steel tank, an easy-to-operate pressure pump, a filter candle, and a handy brush for simple cleaning. To use, the tank is merely dipped into any water anywhere, and filled. A few quick strokes of the pump forces the water through the purifying filter candle. Then plenty of pure, good-tasting, germ-free water may be obtained from the faucet.

American Dynion Water, Inc., Box MB, Lowell, Mass.

ARCHIBALD HORNS

■ An automatic fog signal sounder from C. B Archibald & Co., Old Black Point Road, Niantic, Conn., comes in three models. Each is geared to sound the blasts required on inland or international waters, of motorboats, and sailboats. Manual control is also provided.

Hand-finished cabin lamps from Seacraft, Weymouth Landing, Mass. are available in three styles and can be bulkhead-mounted.

SKI-MATE SCOOT-R-TOP

■ The Scoot-R-Top, made by Ski-Mate Corp., El Campo, Texas, serves as a permanent top for boats from 14 through 21 feet. It can be removed from the boat and converted into a "dinghy," using outboard motors to 40 hp, and obtaining speeds of 35 mph. Scoot-R-Top, Ski-Mate says, is adapted to use as a car-top boat, for use with outboard motors or air motors, as a rowboat, sailboat, etc.

Construction utilizes advantages of an integral fiberglass-polyurethane sandwich which makes it unsinkable and practically indestructible, with approximately 800 pounds flotation.

KLEECO BOATHOUSES

■ The Klein Steel Co., 430 N. Buckeye St., Bellevue, Ohio, makes Kleeco Floating boathouses of 11-gauge steel for fresh water with galvanized steel roofs. All designs utilize two steel pontoons with watertight bulkheads. A reinforced walkway connects the pontoons at the closed end of the boat, providing a foundation for the building structure, which is made of steel frames. An extra heavy frame at the open end of the well gives rigidity to the building portion.

These boathouses are available with hoist frames and mechanisms. They also come in aluminum for salt water use. Five standard sizes are Models "20", "25", "30", "35", and "40", model numbers indicating length in feet. Custom designs are also available. Kleeco boathouses offer one-piece pontoon construction, adaptability to crane launching or hauling out with an eye in the roof, enclosure with sidewalls, and an antifouling finish.

Three standard steel docks are also made: the heavy-duty Triton, the medium-weight Skipper and Kleeco Floating Steel Docks, all with skidproof decks.

The Dynalite flashlight produces a beam of 80,000 candlepower. Construction is molded plastic, length is ten inches, and completely sealed case makes it ideal for skindiving. Dog Supply House, Bainbridge, Ohio.

ALFSON EYE-PROTECTOR

■ Alfson Company, 143 East State St., Trenton, N.J., makes Aye-Eye for the boatman who likes the wind and sun in his face but not in his eyes. Aye-Eyes, made of plastic that affords good vision ahead and abeam, have apertures at the temples for ventilation and anti-fogging qualities.

Made in clear and green-tinted models, the green filters out most of the sun's harmful rays and protects eyes, nose and cheeks. The clear is recommended for use under adverse light conditions. Both may be worn over glasses. They are priced at $3.50.

CEARA BOAT WAX

■ A wax produced by Brazilian palm trees has been successfully developed into a fine high-luster boat wax, according to Ceara Products, 3940 West Colfax, Denver, Colorado.

Ceara Boat Wax is an easy-to-use paste wax that's impervious to moisture, not affected by gasoline, detergents, salt, and minerals, and produces a hard, high-luster polish, says the manufacturer. It contains no silicones, plastics, acetates, or other waxes as fillers and is designed for use on boats, chrome finishes, new acrylic alkyd-resin enamels and lacquer.

THE FLINTSTONES! These popular TV cartoon stars made by Knickerbocker All are made of soft, washable vinyl plastic and have movable heads. Wonderful gift for all young cartoon fans!

(A) BARNEY RUBBLE. Fred's neighbor has a painted brown suit.
1R802X197 13" tall. Retail $3.00

(B) FRED FLINTSTONE. Famous star of the show. Red painted cave man suit. 13" tall.
1R800X197 ..... Retail $3.00

(C) WILMA FLINTSTONE. Fred's wife has a painted green dress and red hair. 12" tall.
1R801X197 ..... Retail $3.00

FLUFFY STUFFED TOYS . . . SOFT AND CUDDLY

(D) THREE FUR KITTENS IN A BASKET. Softest rabbit fur bodies stuffed with cotton. Silk emb. nose. One each white, gold, pink kitten 5½" long Gold basket 13"x5"x8".
1R797X469 . . . . Retail $6.95

(E) FRENCH POODLE WITH BOUCLE HAT. Adorable gift for girls of all ages. This delightfully saucy begging poodle has a cocky boucle hat with big white ribbon bow 11" high.
1R799X350 1½ lbs. Retail $5.00

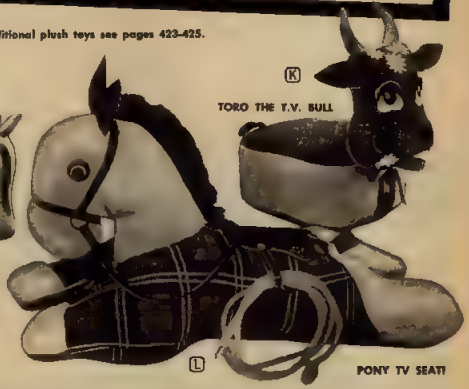
(F) GRAY FRENCH POODLE. Has a thick, soft, real lambswool fur coat that can be washed to keep her sparkling clean. Plush trim. Cotton filled Life-like open mouth 12" high.
1R796X350 . . . Retail $5.00

(G) FIRESIDE CAT. Made of pure white soft rabbit fur—so sleek, cuddly, realistic you can almost hear her purr! Plumply filled. Gracefully shaped. 7"x16" long.
1R798X270 . . Retail $4.00

For additional plush toys see pages 423–425.

DOTTIE THE DALMATIAN TV SEAT

LANKY THE GIRAFFE TV SEAT!



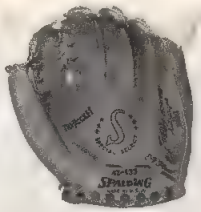
(H) DOTTIE THE DALMATIAN. A plump cotton-stuffed dog that makes a perfect TV seat or room decoration Body is white spotted plush and flannel to resemble real Dalmatian dog. Wears colorful ribbon bow. 23" long.
1T839X297 ..... Retail $4.98

(J) LANKY THE GIRAFFE TV SEAT. A whimsical fellow with a soft brown spotted yellow corduroy body. Firmly stuffed with cotton so the youngsters can use him for a T.V. seat. Also makes an ideal playroom decoration.
1T838X297 ..... Retail $4.95

(K) TORO THE T.V. CORDUROY BULL. A plump, soft character that makes a perfect T.V. seat for youngsters. Perfect for bed decoration, college dorm, den or playroom. Delightfully life-like. A brightly colored perfect gift.
1T837X365 ..... Retail $5.95

(L) RUNNING PONY. Perfect playmate . . . TV seat too! Firmly stuffed with cotton for a soft ride Bright plaid flannel body with soft white plush head and legs Plastic bridle and saddle with a real lariat. 30" long.
1T834X397 5 lbs. Retail $5.98

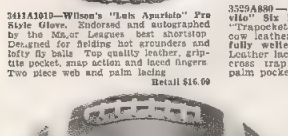
3411A1010—Wilson's "Lou Aparicio" Pro Style Glove. Endorsed and autographed by the Mr. of Leagues best shortstop Designed for fielding hot grounders and lofty fly balls Top quality leather, grip-tite pocket, snap action and laced fingers Two piece web and palm lacing
Retail $16.00



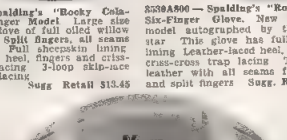
3529A830 — Spalding's "Rocky Colavito" Six Finger Model Large size "Trapocket glove of full oiled willow cow leather Split fingers, all seams fully welted. Full sheepskin lining Leather laced heel, fingers and criss-cross trap lacing 3-loop skip-lace palm pocket lacing
Sugg. Retail $13.45

3530A800 — Spalding's "Roger Maris" Six-Finger Glove. New large size model autographed by the Yankee star This glove has full sheepskin lining Leather-laced heel, fingers and criss-cross trap lacing Top quality leather with all seams fully welted and split fingers Sugg. Retail $12.45

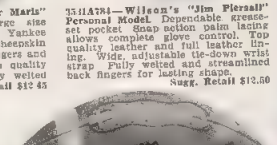
3511A2741—Wilson's "Jim Piersall" Personal Model. Dependable grease-set pocket Snap action palm lacing allows complete glove control. Top quality leather and full leather lining. Wide, adjustable tie-down wrist strap Fully welted and streamlined back fingers for lasting shape.
Sugg. Retail $12.50



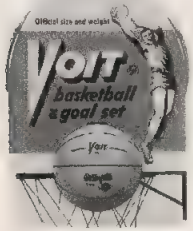
John Unitas Official Football
3532A860 This model bears the signature and approval of professional football's greatest quarterback. Made of select grain cowhide with exclusive Spalding tannage for better feel and control Double-Lined and lock-stitched for durability Ball is white banded for split second visibility. Double rawhide laced.
Sugg. Retail $8.45



Collegiate Football Kit
3400A743—Complete football kickoff set. Contains a long wearing official football with water-proof, scuff-proof rubber cover plus a bright yellow plastic kicking tee and handy inflating pump. The tee is the same design as that used in most professional, collegiate and high school games. Ship. wt. 3 lbs.
Retail $11.50
3406A640—Official football only
Retail $9.95

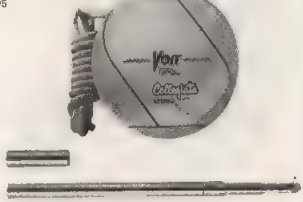


Hugh McElhenny Autograph Football
3402A806—This top performing model is designed by Wilson for long durable service Made of full grain pebbled cowhide, triple lined for longer life, constructed to the standards of official size and weight It has a strong rubber valve bladder Laced with combination white leather and rawhide laces. Ball is tan with two White stripes
Sugg. Retail $11.00

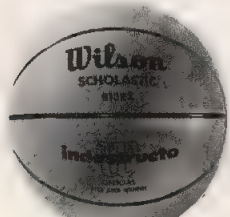


Collegiate Basketball Set
3533A835—Convert your backyard into a playground with this kit. Set contains official Collegiate basketball with a Nylon 60 carcass encased in a long-wearing rubber cover, plus sturdy 5/8" steel "Net-Lock" goal and net. Rules for 1-goal games and mounting instructions included Ship. wt. 16 lbs.
Sugg. Retail $16.50
3534A640—Official Collegiate basketball only.
Sugg. Retail $9.95

Collegiate Volleyball
3403A448—The perfect companion for the active youngster Manufactured to withstand a tremendous amount of abuse Official size and weight Waterproof, scuff-proof and stingless rubber cover. Ship. wt. 2 lbs.
Sugg. Retail $6.95



Collegiate Tetherball Set
3535A1216—This set provides a complete game for backyard or beach. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with durable lining and stingless rubber cover compact 10', 3-section pole 8" ground sleeve installation instructions and games rules. Ship. wt. 15½ lbs.
Sugg. Retail $18.90



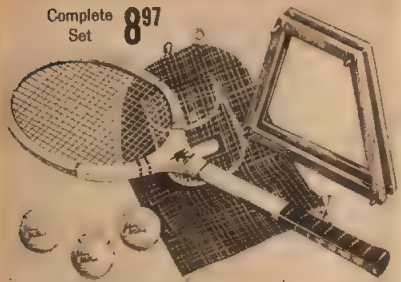
Scholastic, Indestructo Basketball
3120A512—Wilson Scholastic Basketball. Official size and weight This water-proof model is extremely durable, has fine balance and proves to be an excellent playground performer. Perfect for use on any type playing surface. Ball features a sturdy, durable lining and tough, tan rubber cover.
Sugg. Retail $8.50

Collegiate, Indestructo Basketball
3247A784—A top Wilson model designed to meet all quality standards in most rugged play. Has a fine reinforced carcass, with durable, tan pebbled rubber cover. Is official size and weight.
Sugg. Retail $12.50

Bill Sharman Personal Basketball
3405A800—Personally approved by the veteran pro basketball star of the Boston Celtics This rubber-covered basketball is built by Spalding craftsmen with all these features Ny-Weave construction and Bright Tan "Permalite" cover with deep pebbling Deep, Black cross channel seams Official size and weight. Ideal for backyard and playground use.
Mfr's. Sugg. Retail $12.45

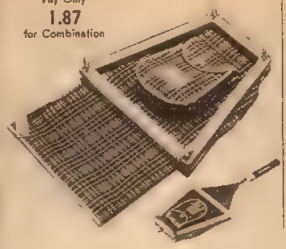
COMPLETE TENNIS SET

Complete Set **8.97**



COMPLETE TENNIS SET—EVERYTHING YOU NEED FOR A GAME
Precision-crafted for the amateur or pro! 7-ply laminated nylon-strung Blue Eagle racket with leather grip. Double-textured waterproof plaid racket cover—with ball pocket, name plate, and tie strings. Plus lacquered hardwood press with nickel-plated hardware. Three regulation wool-and-nylon covered English tennis balls. Other components imported from Japan. Shipping weight 7 lbs.
42-0208 W—Set ....Only **8.97**

Pay Only **1.87** for Combination



RACKET COVER AND PRESS
Protect your racket! Double-textured waterproof racket cover in a gay plaid—with ball pocket, name plate, and tie strings. Plus lacquered hardwood press with nickel-plated hardware. Flat bolt tops—no sharp edges. Imported from Japan. Shpg. wt. 2 lbs.
42-1743 A. .....Pay Only **1.87**

Wilson
TENNIS BALLS

Pay Only **2.34** for 3 Balls

WILSON TENNIS BALLS
Extra-duty "Championship" balls approved by U.S. Lawn Tennis Assoc. For cement, hard surface courts. Rubber core, dacron-nylon-wool cover. Three balls in vacuum-sealed can 1 lb.
42-1339 A ....Only **2.34**

Savings—and Fun...

Jack Kramer "Autograph" — Ⓐ — Pay Only **16.97**

Jack Kramer "Pro" — Ⓑ — Pay Only **12.97**

Tony Trabert "Capri" — Ⓒ — Pay Only **8.64**

Maureen Connolly "Capri" — Ⓓ — Pay Only **8.64**

Wilson

Ⓔ Pay Only **9.24**

Ⓕ Pay Only **14.97**

Ⓗ Pay Only **6.78**

Ⓐ to Ⓓ WILSON TENNIS RACKETS
Wilson's quality construction assures years of dependable performance. Exclusive Strata-Bow frames of select hardwoods bonded to fiber reinforcements. Nylon-strung—String-Gard process shields strings from scrapes.

[A] Wilson No. T-2022. Used by more amateur and pro champions than any other racket! Perforated tan calfskin grip—center skived. Armorply shoulder reinforcements, white throat facings.
42-1263 A—Shpg. wt. 1 lb.....Pay Only **16.97**

[B] Wilson No. T-2524. Designed for school competition! Black-and-white laminated frame. Perforated red leather grip—center skived. Exclusive Flex-Shaft with white shoulder reinforcements, black accents.
42-3608 A—Shpg. wt. 1 lb.. .Pay Only **12.97**

[C] Wilson No. T-3120 Moderate in price—high in quality! Frame reinforced with three black fiber lamination. Perforated black leather grip. White shoulder reinforcements and fiber overlays, scarlet throat.
42-1289 A—Shpg. wt. 1 lb.....Pay Only **8.64**

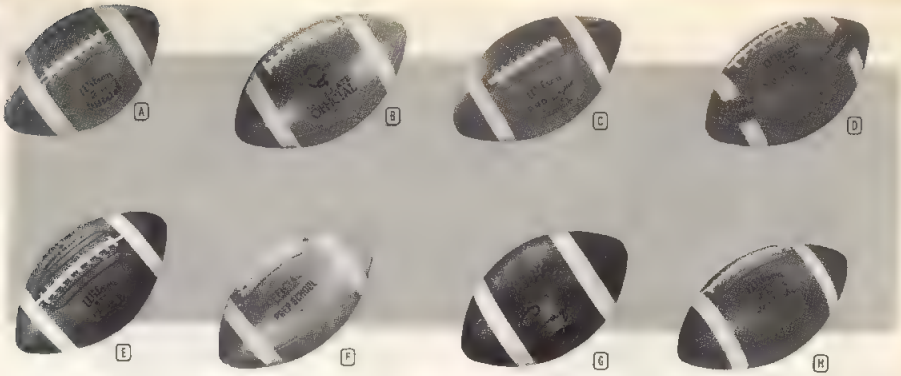
[D] Wilson No. T-3122. Precision designed for women! Black fiber frame lamination. Perforated tan leather grip. White fiber shoulder overlays, pastel blue throat—natural handle flakes.
42-3624 A—Shpg. wt. 1 lb.....Pay Only **8.64**

Ⓔ to Ⓗ QUALITY WILSON GLOVES
For perfect fielding every time—choose famous Wilson gloves! Snap-Action leather palm lacing increases flexibility, assures greater control. Deep grease-set leather pocket. Welted, streamlined back fingers stay in playing shape.

[E] Model A 2934 Fieldmaster—autographed by Ernie Banks! Ball-gripping, three-X tie-down web. Leather-lined. Roll leather binding, leather-laced wrist, fingertips. Adjustable wrist strap. Shpg. wt. 1½ lbs.
41-0324 A—Wear on left hand..... **9.24**

[G] Model A 2024 Endorsed by outfielder Harvey Kuenn! Solid triple lock web, welted seams, roll leather binding. Leather laced wrist, little finger 3-loop thumb. Adjustable wrist strap. Shpg. wt. 1½ lbs.
41-0266 A—Wear on left hand..... **14.97**
41-0274 A—Wear on right hand.....**14.97**

[H] Model A 2954. Fast fielding glove autographed by Pete Runnels! Large tie-down web, leather-lined. Flat leather binding, welted seams. Leather fingertip and wrist lacing. Tie-down wrist strap. Shpg. wt. 1½ lbs.
41-0118 A—Wear on left hand..... **6.78**
41-0142 A—Wear on right hand.....**6.78**



Footballs for Every League

(A) WILSON'S CONFERENCE OFFICIAL BALL. An official game ball made of Wilson "TD" leather. Prime grade pebbled grain leather with tanned-in "tacky feeling" for effective ball handling. Triple lined for longer wear and dependable performance. Also features lockstitch construction, double rawhide leather lacing and rubber valve bladder. White and stripes.
3EC1028 ..... **$12.95**

(B) REVELATION COWHIDE FOOTBALL. Full official size and weight. Genuine pebble-grained cowhide leather cover, double lined. Valve-type bladder. Single white stripes on each end.
3EC1026—Gold Crest Value **$8.25**

(C) WILSON PRO LEAGUE BALL. Official size and weight. Pebbled-cowhide cover, double lined, laced with sturdy plastic. Rubber valve bladder, tan with two white stripes for night play.
3EC1022 ..... **$5.65**

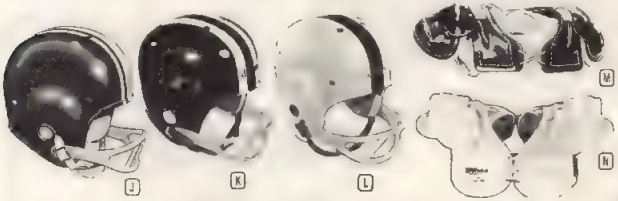
(D) WILSON "YOUTH LEAGUE" FOOTBALL. Genuine cowhide cover, double lined, sturdy lacing. Rubber valve bladder, tan color with two white end stripes. Official youth league size, slightly smaller than regulation size to allow easier handling.
3EC1023 ..... **$5.25**

(E) WILSON "PAUL HORNUNG" FOOTBALL. White stripes. Autographed by famous Paul Hornung. Cover of tough, 115-oz. pebble-grain fabric. Valve-type bladder. Official size and weight.
3EC1019 ..... **$3.39**

(F) OFFICIAL "PREP SCHOOL" FOOTBALL. Official size and weight. 115-oz. pebbled football fabric, enclosing a regular valve-type bladder. Single white stripes at each end.
3EC1018 ..... **$2.85**

(G) JUNIOR VARSITY FOOTBALL. All-rubber construction. Scuffproof and waterproof. An ideal "first" football for the young athlete. Tan with white end stripes. Official size.
3EC1012 ..... **$2.18**

(H) WILSON OFFICIAL SIZE FOOTBALL. Made of tough 85-ounce rubber impregnated fabric that will take plenty of rough treatment. Tan pebble-grain finish with white end stripes. Strong valve-type bladder.
3EC1014 ..... **$2.55**



Quality Football Equipment

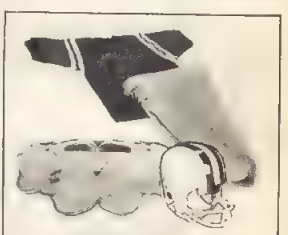
(I) WILSON DELUXE FOOTBALL HELMET WITH LARGE CROWN. 1-piece plastic shell. Extra thick plastic-coated foam rubber padding. Cradle-type chin strap, double-bar face guard. Extra-large crown suitable for Youth League play. Red with white stripes; white with red stripes
3EC1039—Medium 7-7¼;
3EC1041—Large 7¼-7⅜ **$7.45**

(K) TOP-QUALITY FOOTBALL HELMET WITH FACE GUARD. Gives young football players the best, longest-wearing protection from injury. Molded of tough durable plastic with vinyl-coated rubber padding. Double-bar face guard is type worn by professional football players. Scarlet with white or white with scarlet
3EC1034—Medium; 3EC1035—Large **$4.95**

(L) FOOTBALL HELMET WITH FACE GUARD. Protects young footballers from dangerous and painful facial injuries. One-piece, molded durable, tough plastic. White with red stripe
3EC1036—Small; 3EC1037—Medium; 3EC1038—Large **$3.98**

(M) FOOTBALL SHOULDER PADS. Small boys size. Constructed of heavy fiber. Quilted padding
3EC1045 ..... **$2.39**

(N) FOOTBALL SHOULDER PADS. Boys sizes. Constructed of high impact plastic. Medium size has quilted padding. Large size has covered foam padding
3EC1046—Medium **$3.75**
3EC1048—Large **$5.45**



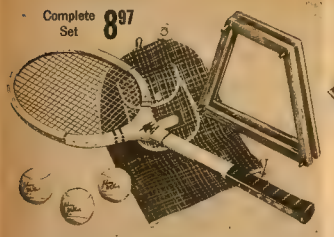
Four Piece Football Uniform

Scarlet jersey with blue and white trim, white drill pants with fiber thigh, kidney guards, padded knees. Plus fine protective shoulder pads, molded-plastic helmet with double-bar face guard. Helmet is scarlet with white trim. Provides maximum safety for players.
3EC1031—Med. (24"-26" Waist); 3EC1032—Large (28"-30" Waist) **$11.85**

2-PIECE FOOTBALL UNIFORM. Jersey and pants only
3EC1029—Med. (24 -26" Waist); 3EC1030—Large (28"-30" Waist) **$4.95**

COMPLETE TENNIS SET

Complete Set **8.97**

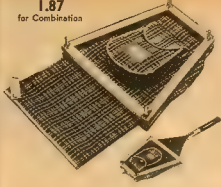


COMPLETE TENNIS SET—EVERYTHING YOU NEED FOR A GAME

Precision-crafted for the amateur or pro! 7-ply laminated nylon-strung Blue Eagle racket with leather grip. Double-textured waterproof plaid racket cover—with ball pocket, name plate, and tie strings. Plus lacquered hardwood press with nickel-plated hardware. Three regulation wool-and-nylon covered English tennis balls. Other components imported from Japan. Shipping weight 7 lbs.

42-0208 W—Set .. Only **8.97**

Pay Only **1.87** for Combination



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41-0324 A—Wear on left hand..... **9.24**

[G] Model A 2024, Endorsed by outfielder Harvey Kuenn! Solid triple lock web, welted seams, roll leather binding. Leather laced wrist, little finger. 3-loop thumb. Adjustable wrist strap. Shpg. wt. 1½ lbs.
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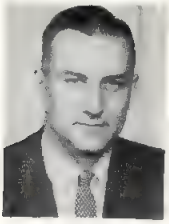
41-0118 A—Wear on left hand..... **6.78**
41-0142 A—Wear on right hand 6.78

WESTERN STAMPING AND DURABLE BOUGHT BY BUDDY L CORPORATION

Western Stamping Company and its subsidiary, Durable Toy & Novelty Company, Inc., located in Jackson and Concord, Mich., respectively, have been sold to the Buddy L Corporation, E Moline, Ill

A pioneer toy concern, Buddy L has been in business for half a century. It will



James Thomson

operate Western Stamping and Durable as wholly-owned subsidiaries. These will be directed by James Thomson, president and general manager, L. N. Masters, vice-president and treasurer; and Ernest J. Rogers, secretary and legal counsel.

In his post as president of Western

L. N. Masters

Stamping and Durable Toy, Mr. Thomson succeeds Arthur W. Poole, one of the first-mentioned company's founders.

Originally engaged in metal fabrication and the production of war materials, Western Stamping converted to toys in 1945 following the end of World War II. The company currently employs, in the Jackson and Concord factories combined, some 325 persons

The Henry Katz Sales Organization, 200 Fifth Avenue, New York City, which has handled sales for both Western Stamping and Buddy L for many years, advises that the former's line will be expanded. The Jackson concern is known for its toy typewriters and toy cash registers

BACK IN 1947

A magic set was packaged in a carrying case which could be converted with ease into a magician's table.

Cardinal Announces Expansion to Handle New and Enlarged Lines

Les Berger, president of Cardinal Industries, Inc., announces a new addition to Cardinals' plant to facilitate the production of their new and enlarged game line. This company produces a staple line of adult and children's games such as chess, checkers, dominoes, mah jongg sets, roulette wheels, and so forth They are still producing their Giant-Size Chess Set, with hardwood board, for $1 retail This item, for the past two years, has proved itself to be one of the best values and fastest-selling chess sets in the industry, according to Mr. Berger.

Some of the new items are an Electric Roulette Wheel, which works with a push-button on a battery-operated circuit, Winners' Circle Horse Race Game, in hardboard at $2 retail a Pachisi and Checkers combination set, large-size deluxe Chinese Checkers for $1, the Strike-Bowling Game, with an "everlast" blackboard for scoring; a Blackjack and Dice combination, the Swami Board Game; and so forth

Cardinal has also come up with a new line of blister-packed, large-size chess, checkers and roulette games complete with hardwood boards.

The manufacturer's display at the Toy Fair will be in rooms 1565 and 1572 at the New Yorker Hotel.

Withington's New Bob-O-Link Sled

A new model bobsled designed for winter excitement is Withington's Bob-O-Link, a wide, flat pursuit sled with a bucket seat and ski-type runners.

According to Withington, the Bob-O-Link is fashioned in the style of the famous Olympic bobsleds. The sled is fabricated of hard wood and aluminum tubing with a shock-absorbing seat cushion of weatherproof vinyl fabric. The wide, undersling construction is close to the ground; the sled has full floating bobs.

The "Bob-O-Link" can take a 400-pound load and maneuver a full 30° turning angle. Skis are 2¾" wide. Additional features available, both at $1, are half-round steel runners attached to the bottom of the skis for fast, hard pack sliding and a sled-back retaining rail.

Model #036, shown above, is 36" long and 15" wide. Also available are models #048 (48" long, 19" wide) and #060 (60" long, 22" wide). All sleds can be pulled from the front with a handrope.

Outsized Play-Doh Fun Factory Used as Toy Fair Demonstrator

Rainbow Crafts, Inc., is dramatizing one of its most popular items by displaying a giant model of "The Fun Factory" in room 724 of the New Yorker Hotel during Toy Fair Week.

The "giant salesman" stands 6 feet high, 5 feet long and 4 feet wide. Unlike the toy itself, it is completely automatic and will extrude building blocks that drop on a conveyor belt which then carries the "product" to waiting trucks. Later the display is to be used as a production promotion piece which will be made available to stores and shopping centers

The toy Fun Factories extrude an endless variety of play-shapes made from Play-Doh Modeling Compound. The Factory has 12 interchangeable dies to make bricks, building blocks, beads, bracelets and so forth. Designed for boys and girls from 4 to 12, the toy is recommended for model railroad play, as objects made of Play-Doh in the Fun Factory may be used permanently with a model railroad layout.

Leslie-Henry a Disney Licensee

Milton Henry, president of Leslie-Henry Deluxe Company, left, and W. H. G. Smith, merchandise manager of Walt Disney Productions' Character Merchandising Division, discuss points of the contract as Mr Henry prepares to sign an agreement whereby Leslie-Henry will manufacture a line of blackboards, toy chests, peg tables, and rocker and caster type horses tied in with the Disney characters.

Designs for the new merchandise have already been selected from the many character applications suggested at the creative meeting held at Disney's New York offices The Storybook Toy Chest will feature a colorful motif of the Three Little Pigs and The Big Bad Wolf. Mickey's pal, Pluto, will be used to enhance the peg tables. The blackboards will feature a panorama of Disney characters in simplified drawings that may be easily copied onto the blackboard. Blow-molded and rotationally molded Disney characters, with movable heads, will be used on the caster and rocker-type horses

Mr. Henry announced that the company's new facilities in Wilkes-Barre, Pa., will make possible the shipment of Disney character merchandise for buyer examination at the Toy Fair

ALUMINUM SPECIALTY OFFERS NEW PLASTIC CHRISTMAS TREE

The Aluminum Specialty Company, Manitowoc, Wisc., has announced that they are offering a new "Evergreen" plastic Christmas tree which is built to give seasons of use.

The "Evergreen" tree can be assembled

or dismantled in minutes. Lifelike branches insert easily into the tree trunk, and a simple twist of each branch will give the desired fullness to the tree.

Further information and a brochure are available from the manufacturer.

MANY-SIDED AD CAMPAIGN PLANNED BY PARKER BROS.

At a recent press conference, Robert B M. Barton, president of Parker Brothers, Inc., Salem, Mass., stated that his company would not only continue its policy of outstanding promotional support for the trade, but planned to increase the extent of its market coverage.

This broadened promotional base is a further development of the long-time Parker concept of providing an intensive campaign during the fall and winter months in ever-widening retail territories, thus recognizing the important contribution of the nation's dealers to company growth and benefiting the greatest number possible right in their own local trading areas

Mr. Barton went on to explain in detail how, by using 75 radio stations in prime central city markets, the Parker story would be told to additional millions of radio listeners . . . how network television in 150 markets would considerably increase the number of TV viewers . . . how all-color ads in 23 magazines, including dramatic features and unusual units in McCall's, Ladies' Home Journal, Good Housekeeping, Parents', American Home and Better Homes & Gardens, would give a larger magazine audience . . . and how a new venture involving four-color ads in 35 Sunday newspaper supplements would add another 14,000,000 readers.

This expanded multi-media campaign, which starts in August, Mr. Barton reported, is in a sense an investment as well as a reiteration of faith in the industry's bright prospects for 1962. Parker Brothers' sales for 1961, he said, again showed a substantial gain over figures for the record-breaking previous year

8 Action Packed Merry-go round 1.47

9 Mechanical Toboggan 2.99

Battery Stunt Plane 1.99 10

Wonders WORLD

11 OUTSTANDING Gift buy Mountain Cable Car 2.99

12 Mechanical Coal Mine Station 2.69

13 Alpine Express Scenic Tour" 3.99

8 MERRY-GO-ROUND. Around and around it goes, where it stops—nobody knows! Colorful wind-up merry-go-round gives you hours of circus time enjoyment. Approximately 7½-in.
34 Y 5304—Ship. wt. 14 oz.....1.47

9 MECHANICAL TOBOGGAN. As much fun as having an amusement park at home! Two wind-up cars scoot up and down roller coaster track. Track layout is over 21-inches long, 8-inches high. Cars are lithographed. Sure to delight the kids for hours!
34 Y 5307—Wt. 2 lb. 10 oz.....2.99

10 STUNT PLANE. Amazingly realistic battery operated stunt plane. It dives, climbs, loops the loop, lands, stops. You control the movements! Uses "D" battery (not included).
34 Y 5325—Ship. wt. 12 oz.....1.99
34 Y 6490—"D" Batteries. 1 lb. 4/65c

11 CABLE CAR. Outstanding Gift Buy! Cable to the mountain top or ride through the pass. Either way is lots of fun with your mechanically operated wind-up cable car! About 18-inches long, 5½-inches high.
34 Y 5326—Wt. 2 lb. 14 oz.....2.99

12 COAL MINE STATION. Operate your own coal mine! Wind-up engine moves up ramp to coal garage, dumps simulated coal car. Engine moves to end of track and returns for another load. About 34-in. long, 5½-in. high.
34 Y 5321—Ship. wt. 2 lb.....2.69

13 ALPINE EXPRESS Take a scenic tour on the Alpine Express. Ride 2 wind-up buses on the mountain roads; stop for a quick lunch at the Alpine station; then go down again! About 32-in. long, 6-inches high.
34 Y 5320—Wt. 3 lb. 2 oz.....3.99

Ride 'Em

1 "Ride 'em" Scat Car 3.99

2 "Ride 'em" Jeep Was 3.77 2.99

OUTSTANDING Gift buy

1 "RIDE 'EM SCAT CAR" can actually be "driven" and easily steered by your youngster! Goes as fast as little legs can push. A famed Andy Gard car for boys and girls, with an all-new, sleek, unbreakable plastic body on rugged steel frame Easy to assemble; about 29-in. long. For ages 2-8. **34 Y 5430E**—Mail. Ship. wt. 8 lb. **3.99**

3 20-PC AIRPORT SET—everything your youngster needs to operate his own field! Latest jet planes, prop planes, helicopters, airport signs, a passenger terminal, hangar, even an "air strip" for young pilots to land on All planes are sturdy metal with friction motors; each realistically designed, colored Sure to provide hours of fun! **34 Y 5434**—Ship. wt. 4 lb. 3 oz.....**Set 4.99**

2 "RIDE 'EM JEEP" — Outstanding Gift Buy—was 3.77 last Christmas. A famous Andy Gard toy for boys and girls! Sturdily constructed of unbreakable polyethylene plastic. All-steel frame absorbs jolts This "jeep" really takes knocks and bumps—lasts for years! And the little ones will get a thrill out of riding their own "jeep", all they do is sit on it and move it forward with their legs—goes as fast as their legs can push it! Easy, foolproof steering. Abt. 23½-in. long. Ideal for children aged 2 to 7. Mailable. **34 Y 5433E**—Ship. wt. 7 lb. **2.99**

SHOWN AT RIGHT:

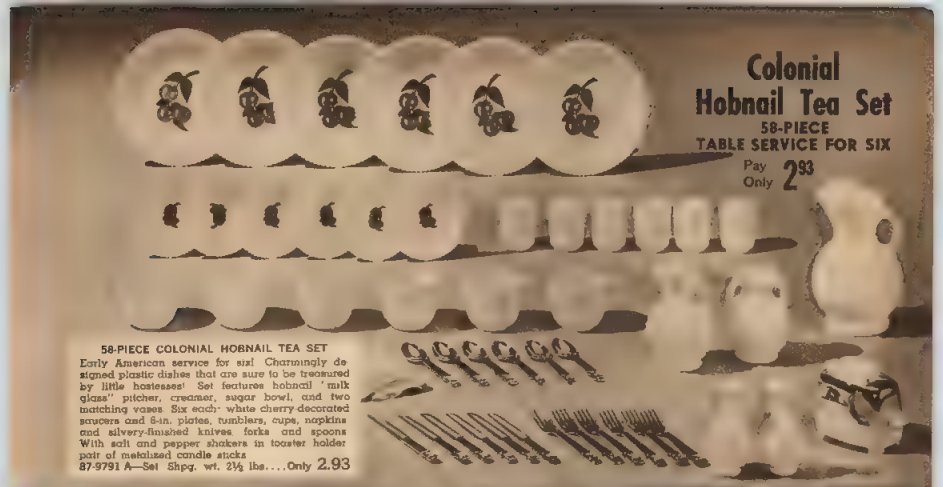
4 TURNPIKE FLEET. Outstanding Gift Buy—was 7.88 last Christmas! Save 89c. Kids love to set up their own traffic snarls with the big variety of cars and trucks. Police traffic 'copter "flies" overhead to watch the traffic stream by. Youngsters can create all kinds of traffic situations with this colorful, sturdy steel outfit; all vehicles are friction powered. Traffic signs included. **34 Y 5436**—Ship. wt. 4 lb. 13 oz...**6.99**

5 FRICTION CONSTRUCTION SET for young road builders Here's everything he needs to play highway engineer...20 pieces in all—including a power shovel to dig up the earth, a cement mixer, a road grader, tractor dump truck, road signs and many more realistically-colored, sturdy metal pieces for hours of educational fun! Perfect gift for any boy —low-priced at Aldens **34 Y 5450** .....**.20-pc. Set 3.99** Shipping weight set, 3 lb. 6 oz.

6 MECHANICAL REDI-MIX specially designed to look and act like the real thing! All set for your little one to "mix" his own cement. Complete with built-in sound effects! He'll really be "in business" when he gets rolling in this sturdy steel-and-plastic truck. A great gift! **34 Y 5444**—Ship. wt. 1 lb. 6 oz. **1.99**

7 MECHANICAL DUMP — perfect companion truck for Redi-Mixer above. Loaded with action, it's complete with dump truck sound effects! Sturdy, colorful plastic-and-steel Special fun-filled bargain gift! **34 Y 5438**—Wt. 1 lb. 6 oz.....**1.99**

8 FIRE TRUCK SET—here's everything for the junior fireman. Huge assortment of friction vehicles, sturdily constructed of durable metal; realistically colored to look like real fire trucks! He'll have hours of intriguing fun with the big hook 'n ladder fire truck—see how high the ladder reaches .young firemen can "scale" it to rescue tenants in burning buildings—or rescue a stranded cat in a tree! So much fun creating daring situations real firemen face! **34 Y 5437**.....**Set 3.39** Shipping weight 2 lb. 6 oz.



Colonial Hobnail Tea Set

58-PIECE TABLE SERVICE FOR SIX

Pay Only **2.93**

58-PIECE COLONIAL HOBNAIL TEA SET

Early American service for six! Charmingly designed plastic dishes that are sure to be treasured by little hostesses! Set features hobnail "milk glass" pitcher, creamer, sugar bowl, and two matching vases. Six each: white cherry-decorated saucers and 8-in. plates, tumblers, cups, napkins and silvery-finished knives, forks and spoons. With salt and pepper shakers in toaster holder, pair of metalized candle sticks.

87-9791 A—Set. Shpg. wt. 2½ lbs.....Only **2.93**

Pay Only **2.07**

HERITAGE 19-PIECE CHEF'S SET

Set of pots, pans, and appliances crafted of yellow plastic and accented with a colorful design. Includes kettle, two saucepans with covers, frying pan, toaster, skillet with cover, waffle iron with grids, percolator with cover, and 4 utensils with wall rack.

87-2903 A—Set. 2½ lbs .....Pay Only **2.07**

Pay Only **2.63**

35-PIECE PATIO DINNER SET

Gay blue cornflowers decorate this fresh-looking white plastic patio service for four. Includes square fry pan and group of 3 graduated casseroles with clear plastic lids, 5-in. coffeemaker with warmer stand. Four each: 4½-in. square plates, cups, saucers, knives, forks, spoons.

87-9809 A—Set. Shpg. wt. 3 lbs.....Only **2.63**

YOGI BEAR SET

Pay Only **1.83**

24-PIECE YOGI BEAR SET

Yogi Bear and his friends decorate coral-colored sugar bowl, creamer, pitcher, and three white 6-in. plates. Also includes three each: coral-colored cups and saucers, white knives, forks, spoons, and napkins. Service for three in plastic.

87-9783 A—Set. 1 lb.....Pay Only **1.83**

PINK FANTASY TEA SET

Ⓐ Pay Only **1.37**

30-PC. CABINET TEA SET

Ⓑ Pay Only **3.33**

Ⓐ 29-PIECE PINK FANTASY TEA SET

Graceful pink leaf design decorates white square metal plates and saucers, poly teapot. Service for four includes four each: 4¾ in. plates, saucers, pink polyethylene cups, silvery knives, forks, spoons. Also pink poly ethylene sugar bowl and creamer. A modern service that's sure to please.

87-0733 A—Set. 2 lbs.....Pay Only **1.37**

Ⓑ 30 PIECE PROVINCIAL TEA SET

Delightful provincial service for four comes with its own 13 x 13 in. hi-impact plastic storage cabinet! Teapot, sugar bowl, creamer and 4 each: plastic cups, knives, forks, and spoons in silvery finish, colorfully decorated 5¼-in. metal plates and saucers. Combines terrific play value with appealing design.

87-0717 A—Set. 3½ lbs.....Pay Only **3.33**

BOYS' 4-PC FINE-QUALITY FOOTBALL OUTFIT

For rugged play! **Fully padded helmet** endorsed by Lou Groza. Covered with rewashable—4-point suspension, double-bar face guard. One-piece adjustable chin strap. White with red stripes, black numeral. **100% cotton jersey** in black with white numeral. **Pants** have heavy-weight cotton red front, white heavy-weight knit back. Extra-protective hip, kidney, spine padding—fiber thigh guards, padded knees. White **shoulder pads** with molded vulcanized fiber arches, flaps, caps. Drill-covered quilted padding: front, back lacing. Leather-bound neck. Small (ages 6 to 8, weights to 75 lbs.), medium (ages 8 to 12, weights to 100 lbs.), large (ages 12 to 14, weights to 125 lbs.)—specify size.

41-1090 KY—Complete set. Shpg. wt. 6 lbs....Pay Only **11.24**
41-1124 KY—Helmet. Shpg. wt. 2 lbs.....Pay Only **4.47**
41-1249 KY—Jersey. Shpg. wt. ½ lb.....Pay Only **1.74**
41-1207 KY—Pants. Shpg. wt. 2 lbs .....Pay Only **4.47**
41-1157 KY—Shoulder pads. Wt. 2 lbs... ....Pay Only **3.57**

BALL AND TEE G Pay Only **3.87**

G Pay Only **12.97**

A G WILSON BOYS' EQUIPMENT
• **Made for full protection in play!**

[A] Shoulder Pads. Designed to protect young players in the rough and tumble game of football. Corrugated fiber body with web armsleeve and wing sweat spoulets. Leather hinges and foam rubber padding. Elastic body straps. Front and back laces adjust for boys age 10 to 16 years.
41-0588 A—1½ lbs....Pay Only **5.27**

[B] Helmet. Prevents crippling head injuries. One-piece molded plastic with web suspension. Leather chin-strap, double-bar face guard. Sizes: small (6¾-6⅞), medium (7-7⅛), large (7⅛-7⅜)—specify.
41-1660 KY—2 lbs....Pay Only **5.27**

C G FOOTBALL SHOES
• **Made to withstand hard wear!**

[C] Low-Cut Shoes. Regulation football shoes—designed to help youngsters run faster and better! Web reinforced split cowhide black uppers stitched to top-quality oak bend soles. Chrome-vanadium steel sole and heel plates. Helmet-hard box toe. Rugged, replaceable metal-tipped nylon cleats. Athletic width in whole and half sizes 6 to 12—specify.
41-2130 YS—2 lbs....Pay Only **8.74**

[D] High-Cut Shoes. Similar to above, but with high-laced tops for greater ankle support and protection.
41-1991 YS—2 lbs.....Pay Only **8.74**

E GILMER AUTOGRAPHED BALL
• **Fine cowhide ball and kicking tee!**

Endorsed by Harry Gilmer—it's ideal for play or practice—well-made, economically priced! Tough cowhide cover, sturdy double-laminated lining—for hard use. Strong lacing. With new valve-type bladder. Tan with white stripes. Regulation size and weight. Plus durable plastic kicking tee.
41-0050 A—2 lbs.....Pay Only **3.87**

F INTERSCHOLASTIC FOOTBALL
• **Wilson-designed for rough play!**

All-leather—for better gripping in any kind of weather. Tough water-repellent ball of quality high-grade pebbled cowhide—triple-lined to stand up under hardest use. Lockstitched seams, double lacing of tough rawhide. Rubber valve bladder. Tan with white stripes. Official size, weight.
41-1033 A—1½ lbs...Pay Only **12.97**

G HORNUNG AUTOGRAPHED BALL
• **Endorsed by Packer Paul Hornung!**

For the young football player—features excellent feel and gripping qualities for assured control in any weather! Highly durable for practice or play! Made of top-grade full-grain cowhide. Strong lockstitched construction — triple-lined. Rubber valve bladder. Tan, white stripes—leather lacing. Official size, weight.
41-0696 A—1½ lbs . Pay Only **9.47**

H TITTLE AUTOGRAPHED BALL
• **Endorsed by Y. A. Tittle for Wilson!**

Highly recommended for young players who want to pass like pros! Takes lots of wear—durable full-grain cowhide with sturdy double lining. Tough stitched seams withstand years of hard play. White leather lacing, rubber valve bladder. Tan with white stripes. Official size, weight.
41-0712 A—1½ lbs....Pay Only **5.97**

N HORNUNG AUTOGRAPHED BALL
• **Endorsed by Hornung for Wilson!**

Recommended by the famous Packer player for its fine handling qualities! Carefully constructed of fine-grade cowhide to conform to official size and weight specifications. Reinforced with double lining. Reliable rubber valve bladder, white leather lacing. Tan and white stripes.
41-0092 A—1½ lbs....Pay Only **5.17**

I CASSADY PASS-MASTER BALL
• **Endorsed by Howard Cassady!**

Made of pebble-grained Tuf-Kover—resembles leather in feel and appearance. Tuf-Kover makes it possible for Wilson to produce a fine ball at a much lower cost. Perfect for backyard or playground games. Plastic lacing, rubber valve bladder. Tan with white stripe. Official size, weight.
41-0738 A—1 lb.....Pay Only **2.67**

M TITTLE AUTOGRAPHED BALL
• **Endorsed by Giant star Y. A. Tittle!**

For the player who wants to handle the ball like this famous quarterback! Quality-constructed ball at a real bargain price! Extra-durable — pebble-grained molded rubber covering makes ball completely waterproof, lets you play in all kinds of weather—never gets soggy. Tan with white stripes. Regulation size and weight.
41-0373 A—2 lbs.....Pay Only **3.97**

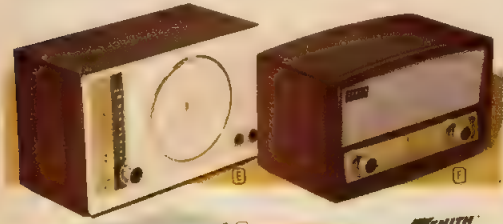
J Pay Only **5.97**
K Pay Only **5.17**
Pay Only **3.97** M
G Pay Only **9.47**
D Pay Only **2.67**

(A) ZENITH SUPER DELUXE TRANS-OCEANIC — Model B600Y. Famous Zenith super deluxe 7 band trans-oceanic tunes in programs the world over. Receives International short waves, amateur broadcasts, ship-to-shore, ship-to ship, up-to-the-minute weather reports and standard AM on AC, DC or battery. 12" high x 17 3/16" wide x 8" deep. Stag Black
No. 14-10J8994 . . . . . *(Shpg. Wt. 22½ lbs.)* **$139.95**

(B) ZENITH 11 TRANSISTOR AM-FM PORTABLE — Model R2000. Unbelievable power and performance! Eleven plug-in transistors combine with powerful amplifier and magnificent 7" x 5" speaker to produce console sound. Operates on 8 low cost flashlight batteries. Provides 500 milliwatts of undistorted power — 92% more than any tube type portable radio. Black with Chrome. 10 3/32" high x 11 3/8" wide x 4 7/8" deep
No. 14-11J12644 . . *(Shpg. Wt. 11 lbs.)*. . . . **$149 95**

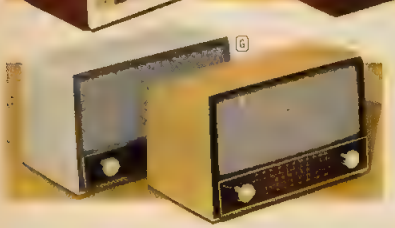
(C) ZENITH NINE TRANSISTOR TRANS-OCEANIC — Model R1000. Amazing power and versatility! Finest radio of its type made! Handle becomes telescopic antenna. Radio operates anywhere on any of three antennaes. Tuning on shortwave bands much more accurate with Zenith band spread tuning. Treated to perform in high humidity. Nine transistors operate on 9 "D" cell flashlight batteries. Black with chrome trim. 10¼ high x 12½" wide x 4⅞" deep
No. 14-12J17994 . . . *(Shpg. Wt. 15 lbs.)* **$250.00**

(D) ZENITH 8 TRANSISTOR PORTABLE — Model R755. Finest, most sensitive AM transistor radio made. Eight plug-in transistors, tuned RF stage with 3 gang tuning condenser coupled with 4" Alnico V magnet speaker provides outstanding performance and selectivity. Operates on 6 "C" type flashlight batteries up to 400 hours. Genuine top grain leather, brown color. 5½" high x 9" wide x 3 3/16" deep.
No. 14-13J4994 . . . *(Shpg. Wt. 5 lbs.)* . . . **$64 95**



(E) ZENITH 8 TUBE AM-FM TABLE RADIO — Model 845. The ultimate in FM AM performance! High fidelity FM reception seldom found in sets of this size. Two speakers — 7½" cone woofer and 3½" cone tweeter give new dimensions to table radio listening. 8 tubes tuned RF stage, 3 gang tuning condenser provide beautiful, clear AM or FM reception. Broad range tone control for greater tonal effects. Cabinet of solid wood. Walnut. 10" high x 15⅜" wide x 8⅛" deep.
No. 14-14J8450 . . . . *(Shpg. Wt. 18 lbs.)* **$129.95**

(F) ZENITH 7 TUBE AM-FM TABLE RADIO — Model 730. This luxurious genuine wood cabinet houses one of Zenith's finest radios. High fidelity reception on FM is matchless through the two speakers — one 6" x 4" oval speaker, one high frequency tweeter. When plugged into electrical outlet, power cord becomes FM Antenna. Slide rule dial scale permits fast, precise tuning. Modern, gracefully curved cabinet blends with every decor. Walnut, Mahogany 15" wide x 9¼" high x 8½" deep.
No. 14-15J6950 . . . . *(Shpg. Wt. 14 lbs.)* . . . **$89.95**



Important — See page 3 for information regarding retail prices

(G) ZENITH 7 TUBE AM-FM TABLE RADIO — Model 724. Amazing value! Super performance! Built-in Wavemagnet receives clear AM stations, line cord antenna receives FM broadcasts. Automatic volume control softens sudden blast of volume, compensating for signal variations. Automatic "Bass Boost" circuit assures rich full bass tones at all volume levels. Zenith quality Alnico V magnet speaker has exceptional tone sensitivity. Bone White, Gold. 8¾" high x 13⅜" wide x 7⅜" deep.
No. 14-16J4497 . . . . *(Shpg. Wt. 12 lbs.)* **$59.95**

(H) ZENITH NEW AC/DC DELUXE AM RADIO — Model 509. New, distinctive "Classic-Look" styling AM radio with advanced Zenith long distance chassis. Acoustically matched cabinet and 4" Alnico V magnet speaker provide full tone quality. Large "Easy Grip" accurate tuning control. Charcoal, White, Yellow. 7¾" high x 10 11/16" wide, x 5" deep
No. 14-17J2150 . . . . *(Shpg. Wt. 5 lbs.)*. **$29 95**

(J) ZENITH NEW CLOCK RADIO WITH EXCLUSIVE "MEMORY TIMER" Model H519. The clock radio that remembers to call you each morning without resetting the night before! Just press the "Memory Timer" and radio goes off, automatically turns on same time next morning! Special "Holiday" position skips the mornings you want to sleep late. Five tube radio in a new distinctively styled cabinet offers new advanced Zenith AM chassis. White, Green, Clove Brown. 13 15/16" wide x 6½" high x 6" deep
No. 14-18J2990 . . *(Shpg. Wt. 6½ lbs.)* . . . **$39 95**

(K) ZENITH NEW DELUXE CLOCK RADIO WITH EXCLUSIVE "MEMORY TIMER" — Model H574. The finest AM Clock Radio made! Incorporates all the features of the above H519 plus six tube chassis with tuned RF stage with 3 gang tuning condenser for maximum reception and performance. Appliance outlet operates small appliances or T.V. Ivory white, Charcoal brown. 13 9/16" wide x 6½" high x 6" deep
No. 14-19J3790 *(Shpg. Wt. 7 lbs.)* . . . **$49 95**

Zippo fixes its lighters FREE if they ever fail . . a lifetime buy!

1 3-pc. Set. Lighter has smooth brushed chrome-plated finish. 6 flints in plastic dispenser . . 4 oz. of fuel (Shpg. wt. 8 oz.)
87 N7000—*Postpaid*....Set $4.00

Lighter only. (Shpg. wt. 2 oz.)
87 N7001—*Postpaid*..... $3.50

2 Sports Lighter . . brushed chrome plating (Wt. 2 oz.)
87 N7004—*Postpaid*.....$4.75

Ronson Varaflame fills in seconds with no-spill butane gas. No mess, no drip. Fuel can't evaporate, fills chamber completely . . no cotton packing. Gives cleaner, tasteless, wickless lights for months. Finger-tip dial adjusts flame.

3 Saturn Table Lighter . . 3-year fuel capacity Imitation-jeweled dial adjusts flame from low for cigarettes to high for pipes. Silver color with gold-color stripe and elegant Greek key design 3½ in. high
87 N7020—Wt. 1 lb. $12.75

4 Liteguard. Windproof Chrome plated, 1⅝x2⅜ in. Shpg wt. 8 oz.
87 N7007..... $12.75

5 Windlite. Chrome-plated brushed finish. 1⅝x2⅜ inches. Shpg. wt. 4 oz.
87 N7009.....$8.50

6 Pocket Lighter. Chrome plated . . 2½x1½ in. Shpg wt. 8 oz.
87 N7008..... $12.75

7 Multi-Fill. Butane refill gas. Self seal can. Shpg wt. 2 oz
87 N7010.....75c

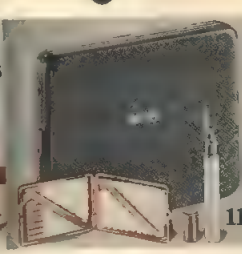
8 Bentley. Gives 2000 lights on one fueling . . our lab tested it! Adjustable flame . . removable head with self-contained flint. Chrome-plated case. Lighter with fuel PLUS refill (Shpg wt. 6 oz.) *Postpaid*
87 N7005 $4.95

Fuel Refill. Easy loading. (Wt. 2 oz.) *Postpaid*
87 N7006..... 75c

Collectors Items

9 Flint Lock Pistol Lighter . modern table lighter with early American styling. Brushed antique finish on metal parts. Stained wood handle. Asbestos wick. Large liquid fuel capacity 10⅛x3¾ in. From Japan.
87 N7016—Wt. 1 lb. 4 oz... $5.95

10 Pistol Lighter. A fine reproduction of the famous Derringer pistol. Handcast gunstock in dull satin black finish. Bright gold-color barrel and trim. Large liquid fuel capacity. Wood base 5½x1⅝ in. From Japan
87 N7022—Shpg. wt. 1 lb. $6.95



Windproof

Watch-Lighter. Gives the time whenever you light up. Combines two necessary accessories in one beautiful package . . dependable lighter from Japan and accurate Swiss watch. Smooth brushed chrome-plated finish for smart appearance, scratch resistance. 1⅝x2¾ in. Wt. 4 oz.
87 N7013..... $9.95

NIMROD Pipe Lighters. Flame shoots directly into bowl for easy, one-hand lighting . . perfect for the active man. Lightweight, compact only 3½x¾ in. Easy to carry never bulky in your pocket. Fiber glass wick for long, trouble-free service. Two smart styles. (Shpg. wt. 4 oz.)

Regular. Chrome-plated grip. . . . $3.95
87 N7012—*Postpaid* . . . .

Executive. Gold color with brown lizard skin grip. Gift box
87 N7011—*Postpaid* $4.95

Personalized Cigarette Cases . . smooth genuine leather with gold-color trim. Hold full pack of cigarettes. Embossed initials.

11 Case with Lighter. Lighter fits in case with regular or king size cigarettes. *Print 2 initials* Shpg. wt. 4 oz.
87 N7609XF—Brown
87 N7610XF—Black . .$2.99

12 Flip Top Case just slip in whole package of cigarettes. Brown cushioned leather. *Print 2 initials* Wt. 4 oz.
87 N7601XF—Regular size
87 N7602XF—King size $1.99

13 Combination Cigarette Case and Automatic Lighter. Case holds regular, king size cigarettes. Brown alligator-grained plastic with gold-color metal trim. 3½x3 in. From Japan.
87 N7611 Shipping weight 8 ounces..... $4.99

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EVERY DAY SOMETHING NEW

Fishing for Salmon and Bass. Trout and Togue in Nearby Ponds. Nice hikes, swimming, boating or just relaxing. We have a cookout at least once a week. We take all our gang out on the lake to a very special spot. What's better than a nice steak and the fixings, plus a good gang of friends. Auctions and antiques in nearby Towns. Golf Course only a few minutes away. All are comfortable cabins right on the water. They will accommodate up to six people. Rates only $65.00 per week, each person for cabin and meals. Special children's rates. Boats, Motors, Bait, Gas and Oil. Guides also available. Housekeeping accommodations also

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Branch trips, the Allagash, the Allagash Circuit and the St. John River trip.

Greenville, at the foot of the lake, is the starting point for excellent roads that strike for many miles northward along both sides of the lake into the wilderness regions beyond. To the west one road leads through Greenville Junction to East and West Outlets, Rockwood and Seboomook to Caucomgomoc Lake 80 miles to the north. The popular sportsman's settlement of Northeast Carry, 63 miles north of Greenville, is located on this road. To the northeast the other road leads through Lily Bay and Kokadjo to Ripogenus Dam at the foot of Chesuncook Lake and around Harrington Lake to Baxter State Park and the Katahdin region.

From Greenville also lake boats travel to various resort centers on the lake. Opposite Rockwood and West Outlet, Kineo Mountain rises sheer from the heart of the lake. A beautiful resort spot, it is the largest mass of hornblende in the world and Indian implements and weapons made from its flint have been found as far west as the Mississippi. A few miles southeast of Greenville, on Little Wilson Stream, a fifty-seven foot falls in a sheer slate canyon makes one of the most impressive cascades in the State. Big Squaw Mountain, near Greenville Junction, is easily climbed and affords a magnificent view of the entire area. East and West Outlet, Rockwood and Seboomook, all on the western shore of the lake, are renowned vacation and resort centers.

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"LOOK NO MORE"—Drop us a line for our folder. We're on **SOURDNAHUNK LAKE** in **BAXTER STATE PARK** near majestic **MT. KATAHDIN** and the famous **ALLAGASH** Region. Wonderful Fishing. Fine Hunting. Magnificent Scenery.

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Your Home Away from Home

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A fine New England Inn in Maine's most beautiful seacoast village.

Quiet, gracious, varied social program of concerts, movies, games and entertainment. Golf, tennis, salt and fresh water swimming, 7000 acre mountainous State Park close by. Many boat trips. Day trips from Inn offered guests without cars

$11-$15 daily includes 3 delicious meals.

Direct service from New York to Camden available by Greyhound, bypassing Boston. Northeast flies to Rockland—guests met on request.

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"Where the Lakes and Mountains Meet the Sea"

of the 5,310-acre St. George State Park, located also in adjoining Montville. Palermo is near Sheepscot Lake, making it an ideal place to fish, rest and enjoy life in the open.

Waldo, Brooks, Knox, Morrill, Freedom, Thorndike, Unity, Troy and Burnham are on Route 137 and connecting roads and in an area serviced by the historic and unique Belfast and Moosehead Lake Railroad. All are inland towns that have rivers, lakes, streams and groves that appeal to those in search of recreation and rest. Winnecook Lake (Unity Pond), bordering on Unity, Burnham and Troy, is one of the best black bass and brown trout fishing waters in this section of Maine.

Swanville is located on Swan Lake, noted for its salmon fishing and offers fine accommodations for tourists. Monroe and Jackson are farming and lumbering communities where tourists may rest at farm homes and enjoy the delicious foods that Maine women always seem to know how to cook best.

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no name. It is a county of lakes and hills, of medium elevation, where sparkling, pineladen air adds to the zest of living in Summer or Winter. Its farming, dairying, lumbering and industry have been a source of prosperity for its residents and to the thousands who visit the county annually for sports or vacations it offers a rendezvous with nature that has no equal.

Franklin County, adjoining the eastern border of Oxford County, is one of the so-called northern tier of Maine counties whose northern limits stretch into the great expanse of forests, lakes and mountains contiguous to the Canadian border.

In the southern section of the county it is bisected by the fertile valley of the Sandy River, while the west central section contains the eastern half of the world-famous Rangeley Lakes region.

Farmington, in the south, is the shire town and hub of the county, with good roads leading from it to the many smaller towns and villages, through rolling country of indescribable beauty, dotted with lakes, blue capped hills and

(Continued on Page 46)

HOTEL HARRIS RUMFORD, MAINE

One of Maine's best hotels. Modern. Fireproof. European. Excellent dining room. 100 rooms, 75 baths. Private Top Floor. Television. Storage garage.

Located midway between the White Mountains and the famous Rangeley Lake Region in Downtown Rumford.

Center of Maine's Forest and Ski Area.

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Combines the simplicity of a camp, the comforts of a motel, the pleasures of a country club and the delicious dishes and country cooking of a large farm. Your own cottage with bath, automatic hot water, and fireplace or warm with fall fuel in the lodge.

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west; North Bridgton, Harrison and the Waterfords to the north and through the rolling hills and mountains of Sweden and Lovell to the northwest.

Located in Hiram is the Merrill Botanical Park where Camping, Picnicking and Nature Study may be enjoyed.

Fryeburg is the oldest town in the county, situated on a plain of the Saco River valley. Once an Indian settlement known as Pequawket, Fryeburg is now a resort and highway center between Southern Maine and the White Mountains and the home of Fryeburg Academy. At the entrance to Maine along U. S. Route 302 is the Western Maine Information Center of the Maine Publicity Bureau and here Robert E. Peary, the Arctic explorer and a former resident placed the two Meridian Stones to indicate the true north for surveyors. Denmark, a few miles to the southwest, is a center of farming activities, lakes and summer camps.

From Fryeburg north into Oxford County, run two main highways that open up a country of lakes, hills and forests. Through North Fryeburg and Stow passes Route 113 to Gilead, named for its Balm of Gilead trees in the center of the town. This road for miles passes through a section of the White Mountain National Forest, which occupies an area of many square miles in this section of Maine. Six miles from Gilead is Evans Notch, from which may be seen spectacular views of the Presidential Range.

The second road from Fryeburg north through Oxford County is Route 5, passing through the Lovells to Bethel. Parts of Lovell Village, Center Lovell and North Lovell lie

(Continued on Page 42)

Merrieweather Inn

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A lone-lake country inn of high quality and refinement. Excellent food. Private baths. Unsurpassed for rest and relaxation. Open all the year. American and modified European Plan. *Illustrated folder will be sent upon request*

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Make this Year Your Vacation of a Lifetime!

Pioneer LODGE

EVERYTHING for EVERYBODY . . . Songo Lake. Newly wed. Families . . . and the Kids. The Lodge [illegible] of [illegible] among Pine and Birch in a natural, rustic setting right on the shore of beautiful Woods Lake. The Cottages are furnished with every modern convenience. Main Dining Room and Lounge in Lodge. Private Bathing Beach. Boats, Canoes. Every recreation for every [illegible] evening entertainment. Delicious Maine food . . . with Cookouts, Buffet Suppers and Picnics thrown in for good measure. A warm WELCOME awaits you. American Plan. Attractive rates. Headquarters of internationally famous M. in F. ik Patrol Camp.

Write today for brochure and complete story

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PIONEER LODGE AND COTTAGES BRIDGTON, MAINE

Pleasant Island LODGE and COTTAGES

A FAMILY CAMP LOCATED IN THE HEART OF THE RANGELEY LAKES REGION

Air View of Pleasant Island and Bridge to Mainland

Stop! THERE'S no need to look further for the place to spend your vacation. Like to fish? Wait 'till you hook into a fighting Rangeley trout or salmon. Are you a golfer? You'll enjoy the two nearby courses. Play tennis? Excellent playing court. And there's swimming, boating, mountain climbing—in fact every vacation pleasure. We water ski and aquaplane every day and will gladly teach you or your children this wonderful sport free. We insist on life jackets for everyone. Boats, canoes and outboard motors available. You may do what you please when you please at Pleasant Island. A haven for driftwood hunters. There are 13 comfortable modern individual log cottages with from 1 to 3 bedrooms. Each has either bathtub or shower and maid and cabin boy service. Famous home cooked meals are served in our new central dining room. Enjoy your vacation here with your children and pets. We cater to families. Good motor roads to camp.

Rates: $13 daily, $85 weekly. Special family rates.

American Plan only. References given in any state.

Capacity 50 guests

Member Duncan Hines Quarter Century Club

Write for Illustrated Colorgraph Folder

Telephone Rangeley 305

DON and PAM YOUNG, Props. — PLEASANT ISLAND LODGE

P. O. Box 5, OQUOSSOC, MAINE

To Hay Fever sufferers—no ragweed or pollen in the region. Altitude 1500 feet.

contains 4,920 acres, runs to the east shore of Lake Webb and embraces Center Hill, with a good highway leading to its 1,600-foot summit. Scenic drives and hikes, swimming and water sports and a marvelous panorama from a parking overlook make Mount Blue State Park a favorite of campers and tourists.

Northeast of Farmington is the little village of New Vineyard, a favorite hunting and fishing area. Strong, on the Sandy River, is a farming, livestock and small industry center on the road to Kingfield. The latter is a modern little town in the valley of the Carrabassett River, which provides waterpower here for several mills. Maine's first Governor, William King, lived here. It commands a marvelous view of mountains to the west, including Mount Abraham, Saddleback, Spaulding, Sugarloaf and Crocker Mountains.

Sugarloaf, Maine's second highest mountain, is the location of a major ski area. The Sugarloaf Mountain ski area has the most dependable snow conditions in the East.

Further along on Route 27 are Carrabassett and Bigelow, small settlements on the Carrabassett and surrounded by deep forests. The Bigelow Game Preserve takes in parts of Bigelow and Dead River Plantation. It is a vast wooded area where big game, game birds and smaller animals roam unmolested. Stratton and Eustis are villages famed as camp sites on the Arnold Trail, named for the

(Continued on Page 50)

Badger's

42nd Season Established in 1921

DODGE POND CAMPS

RANGELEY LAKES REGION

WHERE CARES NO LONGER COUNT

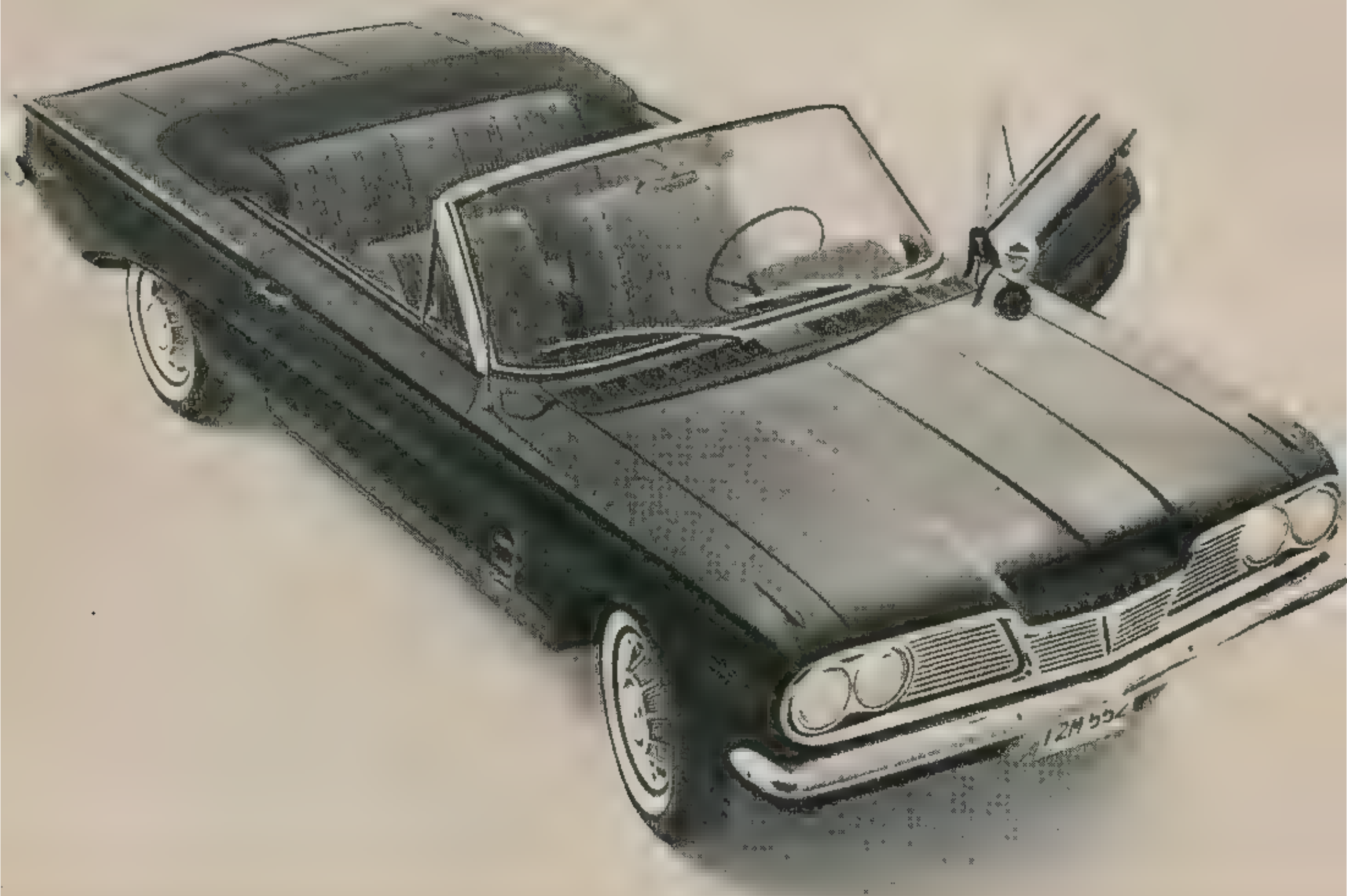
In the heart of the Region. Near the town where churches, stores and [illegible] are available. Where you will meet and make [illegible] friends. A place you can bring your family and call home. [illegible] the modern way in your own up-to-the-minute individual [illegible]. Each cabin is filled with every [illegible] pleasure—golfing, fishing, [illegible], canoeing, swimming, etc. For relaxation you'll find Badger Camps the restful haven you desire. Badger's home-cooked meals are famous throughout the entire Rangeley Region. Open as soon as the ice is out for trout and [illegible] fishing.

Non housekeeping cabins. Central dining room together with regular hotel service. Write or wire your reservations. W. E. Tel. 119-3

AAA Approved *Write today for free booklet* Duncan Hines Recommended

FRANK L. BADGER, Prop. Box 158 RANGELEY, MAINE

LE MANS



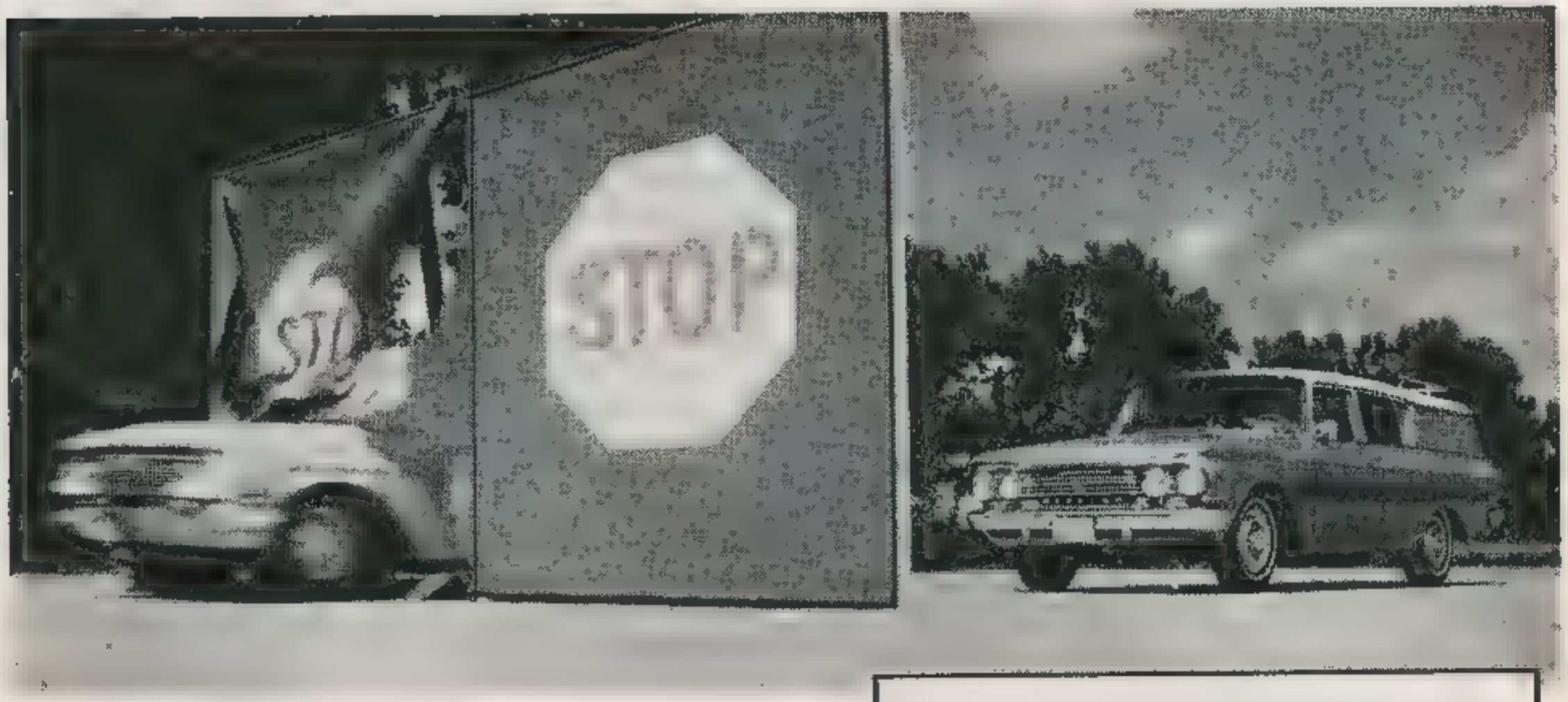
Call it the Tempest LeMans! (Luh-mahnz)

Pontiac's new package of punch...posh...and low price! Convertible or Coupe! A couple of fancy, frisky newcomers. Pull the trigger on a fired-up "4". (Standard power: 110, 115, 120 or 140 h.p. Optional at extra cost: 166-horse "4"; 190 h.p. aluminum V-8; four-speed, floor mounted stick shift.) Plush, sports-type bucket seats and full carpeting are part of the package. Plenty more. Front engine balanced by rear transmission. Independent suspension at all four wheels. Big 15-inch wheels and tires (at no extra cost). Get the good word from your Pontiac dealer. He's very high on the car and very low on the price.

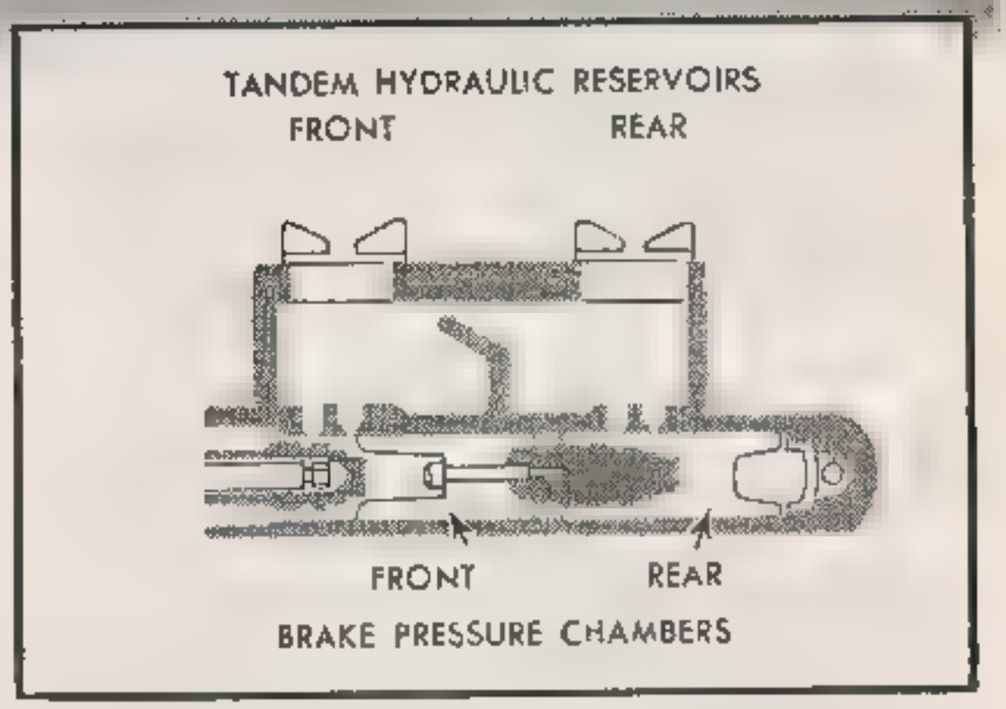
PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Drive America's only front engine/rear transmission car
...it's balanced like none of the others!

Why '62 Rambler stops when others can't



Ordinary car crashes barrier. '62 Rambler stops safely. A hydraulic line on each car was cut. Both started together, braked together. Rambler stopped, the other crashed through the barrier.



Simplified diagram of cross section of Rambler's new Double-Safety Brake System. Tandem master cylinder, separate systems.

NEW RAMBLER DOUBLE-SAFETY BRAKE SYSTEM STANDARD ON ALL MODELS

See '62's freshest new styling. Then see Rambler's "under-the-skin" improvements.

Biggest advance since hydraulic brakes is the new Double-Safety Brake System. Tandem master cylinders, one for front brakes, one for rear. If one system is damaged, the other still works. Self-adjusting brakes also standard.

New Road Command Suspension on Classic and Ambassador allows remarkable new precision control. New single lower control arm with outer ball joints. Newly calibrated Deep-Coil front springs. Widest track of any compact—new for '62.

Tires and wheels precision balanced at factory. Up to 27% more road clearance.

33,000-mile chassis lubrication, most models. Oil filters standard—normal oil change every 4,000 miles. Many components lubricated for life.

Now, besides Deep-Dip rustproofing of entire body up to roof, rocker panels are armor-plated with rustproof zinc.

Ambassador V-8 now has an even better power-to-weight ratio, best of any compact. 250 HP, standard, 270 HP, optional.

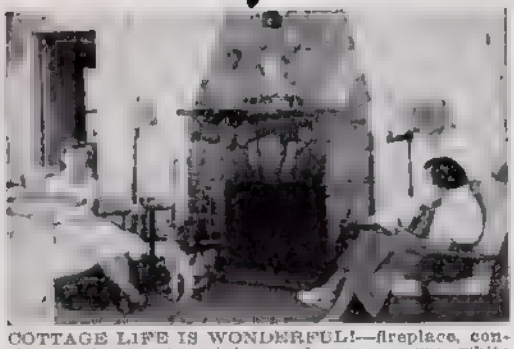
New E-Stick No-Clutch-Pedal Transmission optional on American. Most of the ease of automatic drive at about ⅓ the cost—with stick-shift economy.

Now, take a Discovery Drive at your Rambler dealer's and see how Rambler gives you more car value for your money.

RAMBLER—WORLD STANDARD OF COMPACT CAR EXCELLENCE

Rangeley Manor

COTTAGE COLONY AND MOTEL



COTTAGE LIFE IS WONDERFUL!—fireplace, continuous hot water, tub or shower, snowy white linen. Maid service available.

Rangeley's most modern cottage colony is thoughtfully planned for fun for all the family:

- 16 attractive log housekeeping units with complete kitchens.
- 8 lakeside motel units.
- 30 beautiful lakeshore acres.
- sandy beach, boating, sailing . . . new turbojet boat for water skiing.
- safe swimming pool for children.
- tennis court, putting course, 2 golf courses nearby.
- recreation lodge . . . TV lounge, game room, coffee shop, library.
- fishing for salmon and trout—tackle shop.

OPEN MAY 15-OCT. 15

Write for color folder, rates: CURT MERCER, Box 248A, Rangeley, Maine.

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74th Year

Four Generations

Gerald York, Owner-Manager

On Loon Lake

RANGELEY

EUROPEAN, AMERICAN and MODIFIED AMERICAN PLAN

Rates include tennis, boats, canoes, garage

Continental Breakfast 9:00 11:00

Exclusive Woods and Lake area, five miles from Rangeley, Maine

Long Distance Telephone in every cottage

Jay and Chisholm, on the road to Auburn, are centers of quarrying and pulp and paper manufacturing and have seasonal canning plants. Farmington Falls and New Sharon are southeast of Farmington and are small towns on the Sandy River noted as agricultural and small manufacturing centers. Chesterville is another pretty farming village.

A new, 300-acre Bird Sanctuary is being developed in Chesterville on Little Norridgewock Stream and should prove an important attraction for this area

Weld, northwest of Farmington, is in a beautiful valley surrounded by rugged mountains. Here is found Mount Blue State Park, which lies also partly in Avon. This park

PICKFORD CAMPS

Rangeley, Maine

25 Housekeeping Units on Waterfront

Est. 1899

BALD MOUNTAIN CAMPS

ON SHORES OF MOOSELOOKMEGUNTIC LAKE

Rangeley Lakes Region

Excellent trout and salmon fishing. Individual log cabins with bath and open fireplaces. Good meals. American plan. Activities: Tennis, shuffleboard, boating, with golf and riding nearby. Send for Booklet. Reasonable rates. Route Rangeley 1222. Hay fever free. Open ice out through September

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Facing Kineo Mountain—Moosehead Lake

Large, completely modern cottages fully equipped for housekeeping. Stores and Churches nearby.

EXCELLENT FISHING AND HUNTING

Fishing: Salmon, Togue and Lake Trout

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Motor Boating, Canoeing, Swimming, Hiking
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CHAS. and JULIA GAMMON

At the Mouth of Moose River on Moosehead Lake
Complete Housekeeping Cottages Boats Motors Guides

FISHING and HUNTING

Phone LEhigh 4 2541 ROCKWOOD, MAINE

LINCOLN'S HOUSEKEEPING CAMPS

At confluence of Moose River with Moosehead Lake famous for landlocked salmon, lake trout and squaretailed trout. Attractive modern cottages, lined and fiberglass insulated, automatic heat, bathrooms with showers, electric refrigerators, gas ranges completely furnished for housekeeping. New Launching ramp, individual boat slips, boats, motors, tackle for rent. Tackle, liverses, bait for sale.

Open May 1st to Dec 1st for fishing and deer hunting

Margaret and Vance Lincoln, Proprietors, Rockwood, Me
Tel. LEhigh 4-2411

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MARSHALL'S HOTEL AND CABINS

THE FORKS, MAINE

Where the Kennebec and Dead Rivers meet—also many fine people. On Route 201: 139 miles north of Portland, 137 miles from Quebec. Situated in the Heart of a Fishing and Hunting Country. Cocktail Lounge. Individual cabins with central dining room seating 150 guests at Hotel. Innerspring mattresses throughout. Each Cabin has private bath with hot and cold running spring water, fieldstone fireplace in living room. Camp sites. Table service—Reasonable rates. **Open May 1 to December 1.** *Write for folder.* Telephone 8011 The Forks, Maine.
Finest Quality Home Cooked Food Served

CYR'S CAMPS

ON THE SHORE OF

MOOSEHEAD LAKE

Equipped for Housekeeping
Reasonable Rates

MRS. LEO M. CYR

ROCKWOOD MAINE

road opens up a heretofore hard-to-get-to hunting and fishing country of wide renown, including the Big Houston Lake area. The Katahdin Iron Works is the site of an unused mine and smelting mill which at one time worked a bog of iron ore, a variety of hematite, found in the area at the foot of Ore Mountain. Deposits of pigments and copper and asbestos also have been found here. Some lumbering operations are now carried on there.

Nearby, reached only by trail, is the "Grand Canyon of the East," at what is known as the Gulf on the West Branch of Pleasant River. Here the stream is deeply entrenched in a slate canyon. Water falls, sheer walls, fantastic shapes and unusual rock formations make a scene of surpassing beauty. Trout fishing in the various waters is excellent.

HUNTING IN MAINE

is a special publication for the Maine nimrod. It tells you where and how to hunt both large and small game in the Pine Tree State, and contains a directory of many of Maine's better hunting camps and lodges.

Send for your free copy to:

MAINE PUBLICITY BUREAU
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Season June 9 - September 30
American Plan Rates $11.00 to $21.00 daily
Send for Color Folders that tell the complete story of the Sebasco way of pleasurable vacations.

Dot and Gene Winslow
SEBASCO ESTATES, MAINE

P.S. Photo shows weekly Lobster Cookout.

Throughout Cumberland County agriculture is highly developed and widely diversified. From its dairy herds have come national and world champions and its variegated soil produces every type of vegetable in abundance, its crops being shipped to all eastern markets. Sea and shore fisheries are a big industry in its coastal belt, while its scores of industries, both large and small, help make it a thriving, prosperous area.

Sagadahoc County, next eastward along the coast from Cumberland County, is the smallest in area in the State, yet it is somewhat typical of Maine coastal counties from here on eastward, which feature rugged peninsulas jutting far out into the coastal sea area, with many inlets and innumerable small bays and harbors where yachts and other motor and sailing craft find snug havens.

The central portion of Sagadahoc County contains Merrymeeting Bay, so named because it is the junction of the Kennebec, Androscoggin, Cathance, Abagadassett and Eastern Rivers. It is world-famous for its duck hunting and water-fowling.

MOTORING THRU MAINE

The official motorists' guide to the State of Maine, containing brief descriptions of all numbered routes and an alphabetical ist of all cities and towns with brief notes about points of particular interest to the vacation traveler.

Send for your free copy:

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Along the shores of Merrymeeting Bay are hundreds of cottages, farms and summer homes where vacationers and duck hunters annually visit for sport and relaxation. West and north of the Bay are the farming towns and shopping centers of Topsham, Bowdoin, Bowdoinham and Richmond and the industrial town of Pejepscot, with a large pulp and paper mill. Bowdoinham, in the center of the Merrymeeting Bay Area, is a popular rendezvous for sportsmen and a trading center.

The City of Bath, further south along the Kennebec, is famous as the site of the Bath Iron Works, whose destroyers rate among the best in the service of the U. S. Navy. Famous yachts, fishing boats and other craft built in peacetime years have made the name of this company famous throughout the shipbuilding world. Bath is also a commercial and business center for the county and roads lead from it down to the many resorts and vacation centers along the coast on both sides of the mouth of the Kennebec.

Route 209 below Bath passes through Winnegance, a suburb of Bath, where a tide mill until recent years was used to power a lumber mill. Phippsburg is a village center for a picturesque area of rugged coast, sand dunes and wooded knolls. From it lead the roads to the Sebasco Estates, West Point, Small Point, Parker Head and Popham Beach

This whole area is a favorite picnicking and vacationing territory, rich in early American history and before that a favorite summering place of the Indians, who left many of their relics scattered around. Boating, bathing, and deep sea fishing combine with golfing, riding and other land sports to make this section an attractive resort area. The remnants of old forts and the earliest of American settlements at the mouth of the Kennebec add to the historic interest of the region.

In writing to advertisers, please mention "Maine Invites You"

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ROYAL PINES LODGE and COTTAGES, Burnham, Maine

Modern log lodge and individual cottages, secluded in a grove of giant pines along a quarter mile of privately owned shorefront on Lake Winnecook. Each cottage has a stone fireplace, full bath and modern appointments. The lodge contains a limited number of guest rooms on the balcony floor, all overlooking the lake. Central dining-room. Excellent table. Informal. Vacation activities for the whole family. Smallmouth bass fishing at its best! Safe sandy beaches. Golf on lake shore nearby.

Moderate rates. American Plan Only

MAY and JOE PENDERGAST, Props. Please write for folder BURNHAM, MAINE

For Your Protection . . .

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HERSOM'S CAMPS

(On Winnicook Lake)

FOR YOUR VACATION THIS YEAR!

FISHING SWIMMING

June 1 to Sept. 30th

Rates and folder on request

Address

Mrs. Joseph H. Cooney

Hersom's Camps

Burnham, Maine

The Maine Camp for Boys and Girls

There's a reason why nearly 10 per cent of all Boys' and Girls' Camps are located in Maine —pine-scented air, lakes and coastal areas for all kinds of water sports, friendly fields and woodlands, the very best of fresh foods and vegetables.

Maine pioneered in the camp movement. Its camp directors are leaders in their field. Rigid state inspection safeguards health and safety.

Besides every kind of sports activity, the unique Maine Junior Guides Program teaches the principles and practice of outdoor life.

Mother and Dad can stay at nearby resorts while visiting the youngsters.

Send for booklet on Boys' and Girls' Camps and for brochures of individual camps.

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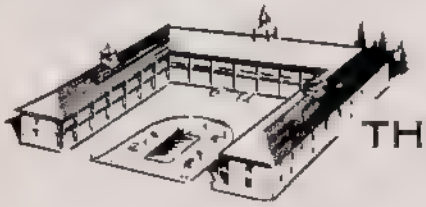
GOOD TIMES KNOW NO SEASON

at Maine's most modern motel...



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THE TIMING IS YOURS — the pleasure is ours! No matter what your choice or when, the smart new Sands Motel assures you a visit to remember. Ideally situated in the heart of Maine's many playlands, the Sands Motel offers easy access to excellent golf, boating, skindiving and fishing . . . The world-famous Ogunquit Playhouse is right nearby with professional theater performances in season . . . You can browse freely thru quaint shops in neighboring towns . . . take a day off to see the harness racing . . . or plan to visit some of the area's countless fine restaurants.

There's plenty of sightseeing in this vicinity, too . . . you're only minutes away from many historic points of interest . . . Then for a quiet hour or a social evening, there's the friendly Elbow Room cocktail lounge, designed with your good taste in mind . . . Yes, whatever your weakness at holiday time, the welcome mat is out for you all year 'round at the Sands . . . Each of our 55 modern units are winter-warm with individual heating control . . . And summer comers appreciate those cool Atlantic breezes from our location right on the ocean.

Visiting us in the good old summertime?
Relax and refresh at our heated
fresh water swimming pool.
It's lighted at night for that last-minute dip!
Or settle for the sea itself —
it's right at your doorstep
on beautiful sandy York Beach.

Any time of year at all,
your comfortable room at the Sands Motel
is gracious living at its best.
Tasteful furnishings include private phones,
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Continental Breakfast served here, too!

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NORTHBOUND: At Kittery Bridge 11 miles. Take Rt. 1 to 1A to Sands Motel.

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Friendly and informal. Lodge and attractive private cottages.
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Shuffleboard, Tennis, Swimming, fishing, motor boats, water skiing, fine sandy beach. Parties and buffets, games, planned activities.

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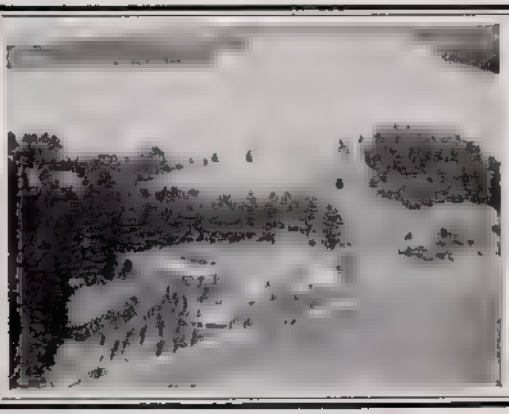

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Cabins located at edge of Pine Grove overlooking lake.

Mile shore front — Wide sandy beach — Central Dining Room — American Plan — Spacious heated cabins, modern conveniences.
200 acres, 40 acres mowed fields for golf practice.
Large playroom — Ping Pong — Pool — Shuffleboards — Tennis — Bathing — Boating — Fishing.

Open June to September
20 miles from Portland
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BURTON LODGE

White's Bridge — North Windham, Maine

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AMERICAN PLAN

Salmon Trout and Bass Fishing, Boating, Bathing, Sun Pier, Lawn Games, etc.

Open April 1st to Sept. 30

A [illegible] modern housekeeping Cottage

We specialize in home cooked food

Write for further information and folder

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BLACKWOOD COTTAGES

In a Pine Grove Overlooking Sebago Lake

6 Housekeeping cottages 2-8 people fireplace, frig. in re gas [illegible] or rugs, flush toilets, showers, bath screened [illegible] New, fully [illegible] Stores, restaurants, golf nearby. On Rte 1 to Portland 28 miles from Portland. Weekly rates $50 to $85. Write for monthly or season rates. Phone SUnset 4-2241, Sebago

Gladys and Bill Bachelder — **No. Sebago, Maine**

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A COTTAGE COLONY ON SHORE OF SEBAGO LAKE

20 modern heated housekeeping cottages in natural wooded setting—1, 2, and 3 bedrooms. Quality equipped for guest comfort—gas or electric kitchens—hot water—showers—screened porches—linens and dishes. Private sand beach—safe bathing in crystal-clear fresh water—recreation area—shuffleboard, swings, fireplace, etc.—dock—boats available—good fishing. Churches, stores, golf nearby. Estate seclusion with cottage access by private road assures safety, quiet and privacy. 20 MILES FROM MAINE TURNPIKE on Route 114. Write or phone

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[illegible] June, if no answer [illegible] SPrice 2-[illegible]

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All this plus the finest accommodations and the best of Maine foods. What more enjoyable way to spend your vacation!

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Address to:
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Sebasco Lodge MI
Sebasco Estates
Maine

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Located in the heart of Maine's vacationland at the crossroads of routes 2, 201 and 150 within easy reach of lakes, mountains and coastal areas, the summer visitor or sportsman will find Skowhegan the ideal place to spend a day, a week or the entire summer as many do.

- Modern Motels, Cottages, Tourist Homes, Hotels
- Approved Restaurants and Inns
- Lakewood Country Club and Golf Course
- Ideal Fishing and Hunting Localities

There Are Eleven Bostons, Many Londons, But Only One Skowhegan

- Up-to-date Shopping District — Large Parking Area
- Energetic Community supported by Thriving Industries
- Stately Homes, Modern Schools, and Fine Churches
- Home of United States Senator Margaret Chase Smith

- Direct route 201 to Quebec City and Canadian Provinces
- Route 150 to Moosehead Lake Region
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Skowhegan Chamber of Commerce
Skowhegan, Maine

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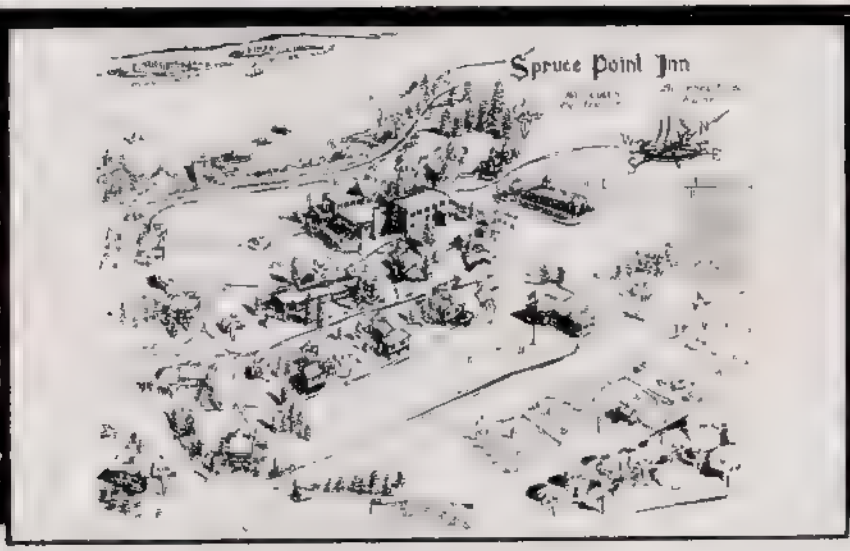
Oldest Fair in America — Aug. 11-18
Sulky Racing — Night Shows — Farm and Wildlife Exhibits

LAKEWOOD THEATRE
Oldest Summer Stock Company in Country
Nightly Performances, June to September

Spruce Point Inn
AND COTTAGES
"An Inn of Distinction"



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● Only 1 Mile from Town
● At the Harbor's Entrance

An Inn of Distinction

JOHN DIX DRUCE, Mgr.
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GOOD EATING

One of the prime delights of a Maine vacation is the enjoyment of Maine home-cooked foods prepared by men and women who have made it their business for years to provide good eating.

Until you have enjoyed the thrill of a real "Down East" meal, whether it be on the seafood or mainland side, you have been missing one of the joys of living known to Maine vacationists for many years.

Whether it be the regal lobster, prepared in any one of a score of delectable ways, or the other products of the coastal fisheries, such as clams, sardines, crab meat, delicious fish species or chowders, or whether it be the inland dishes of fresh meats, salmon, trout, or the other inland fish surrounded by crisp and flavorful Maine vegetables, hot biscuits and other tasteful accessories, your Maine host can place a spread before you that even few kings can today enjoy.

The world's best food, genial hospitality, some of the Nation's most outstanding scenic wonders, ample facilities for every type of vacation—small wonder so many thousands return to Maine year after year.

Knox County is rich, too, in its historical interests, for here generations of farming and fishing folks are rooted, as well as the descendants of sailing and shipping families who still keep the traditions and mementos of a day when the clipper ship and the schooner ruled the waves.

U. S. Route No. One enters Knox County from Waldoboro and from it branch many excellent lateral roads curving scenically through tall stands of pine and spruce to the coastal resorts and past rolling fields and meadows into the farming and lake regions.

From Waldoboro and South Warren, Routes 220 and 97 traverse the peninsula formed by Muscongus Bay and the Georges River, leading to the resort areas and islands of Friendship and Cushing. Cushing has many summer cottages along the Georges River, which here is an inlet by the sea, and many interesting Indian relics are found annually

Friendship is one of the most charming unspoiled seaport towns in Maine, the birthplace of the famous Friendship sloop and the home of typical coastal people. Deep sea fishing, casting and trolling for the various salt water species, such as mackerel, cunner, pollack and silver hake, shore clambakes and picnics are popular pastimes.

Warren, the center of a fine farming region, is also an interesting small industrial community. Thomaston is noted historically as the home of General Henry Knox, Washington's chief of staff and Secretary of War, and a reproduction of his beautiful mansion, Montpelier, is one of

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cataquis County, with its trackless forests and lakes such as Chamberlain, Sourdnahunk, Telos, Webster, Umbazookskus, Allagash, Churchill, Chemquasabamticook, and hundreds of others, both large and small.

Mount Katahdin, in Baxter State Park, is the northern terminus of the Appalachian Trail, which cuts across the northern sections of Piscataquis, Somerset, Franklin and Oxford Counties. It is one of the three highest peaks east of the Rockies and dominates a vast expanse of territory whose lakes and streams are famous among fishermen and whose forest depths outside the park area are among the best hunting grounds in the State. While there are several entrances to this region from the south and east through Millinocket in adjoining Penobscot County, one of the most popular is by the auto road from Ripogenus Dam to Sourdnahunk Stream via Frost Pond and Harrington Lake, thence by trail to Kidney Pond or Daicey and thence by the Hunt Trail to Mount Katahdin.

Over the Appalachian Trail the hiker may visit some of the most beautiful spots in Piscataquis County, the well-marked route being so laid out that nightfall of each day finds the hiker at a camp where he can find good food and a comfortable bed

(Continued on Page 94)

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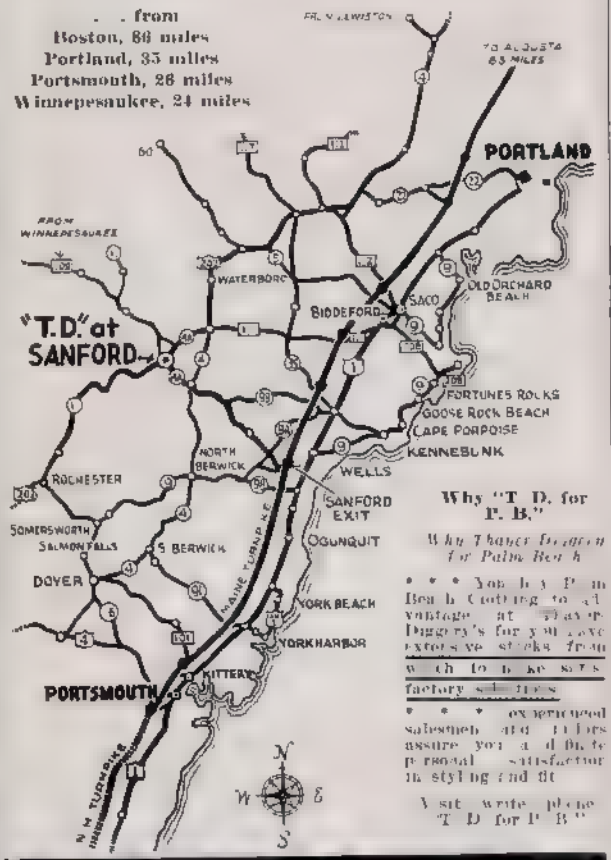

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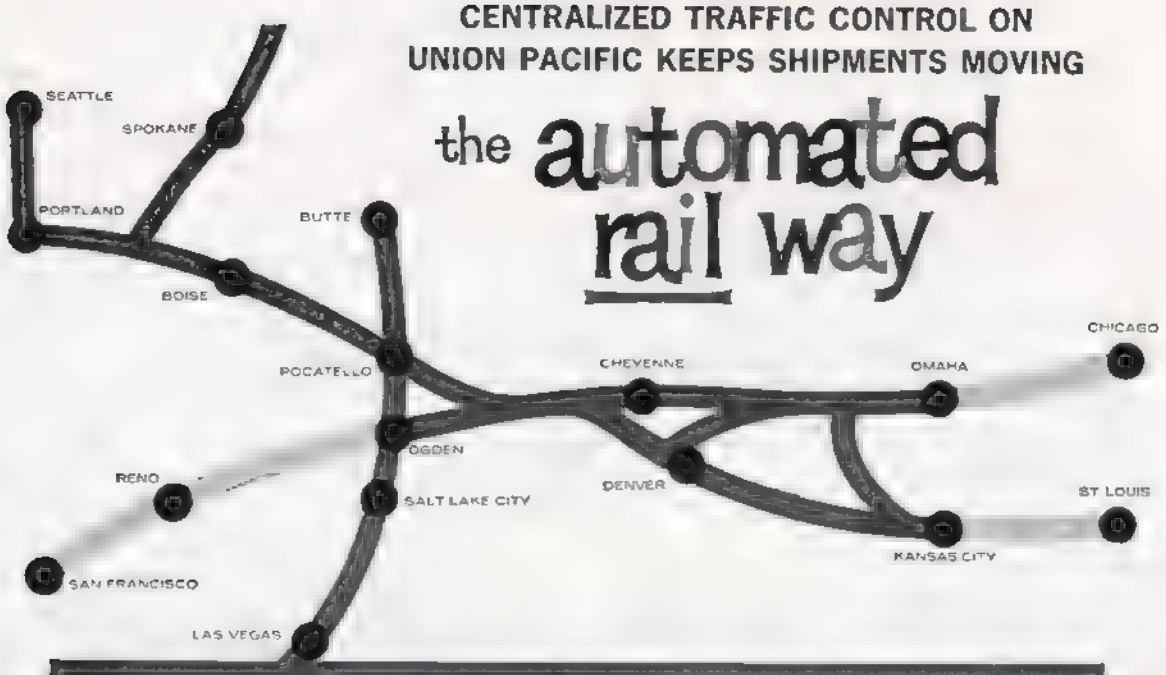

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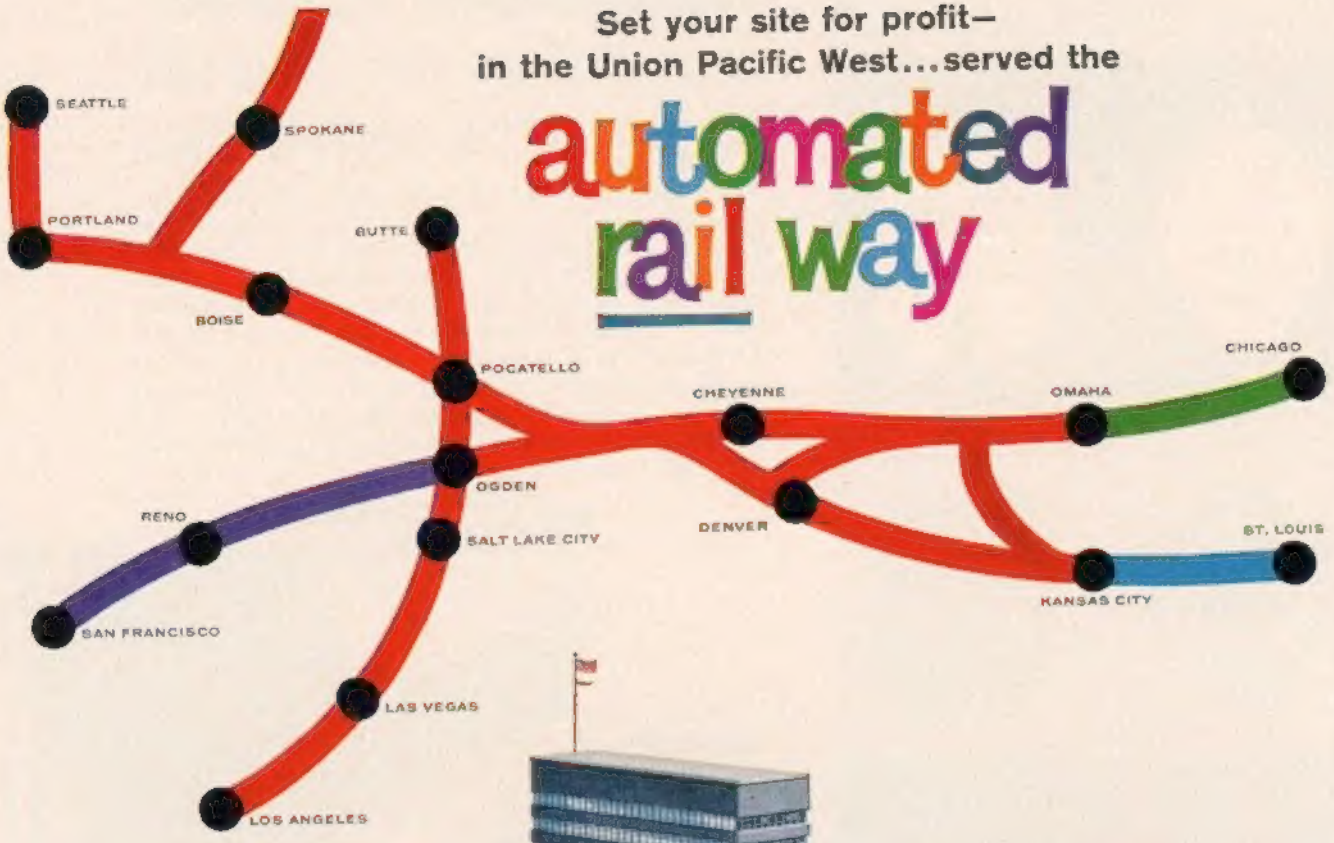

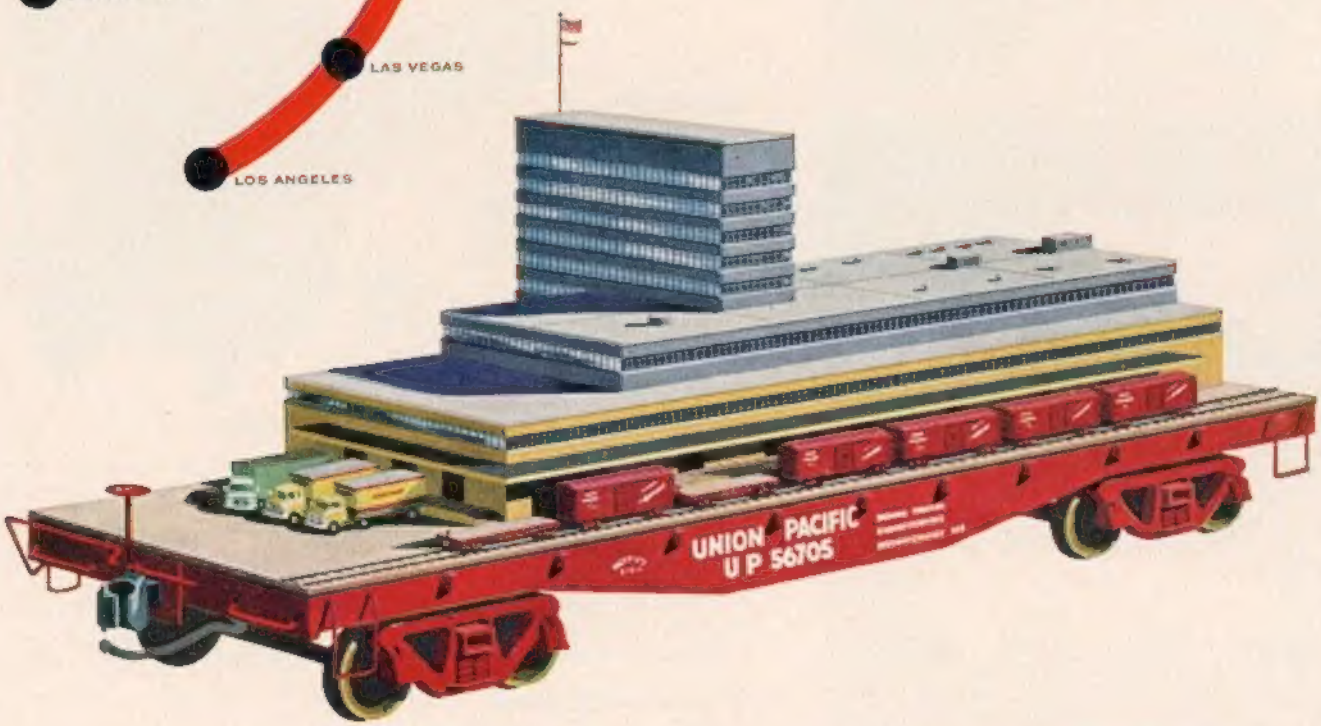

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Washington County Chamber of Commerce
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Robbinston also is on Route One between Perry and Calais and is at the mouth of the St. Croix River. The rocks and sandy beaches in this area are tinged with red, creating a striking colorama.

Inland from Route One, State Highway 191 cuts north-south from Baring to East Machias, skirting the southern end of Meddybemps Lake, Cathance Lake, Rocky Lake and Hadley Lake. It passes through the villages of Meddybemps, Grove, Cooper and Jacksonville. Offshoots go through Charlotte and Ayers to West Pembroke; and through Marion to Dennysville. These roads traverse a lake and forest country, where Atlantic salmon come up the coastal streams and lake salmon, trout and togue fishing are spectacular. In this region also is the great Moosehorn national wildlife sanctuary, with headquarters at Baring.

Another side road along the southern shore between East Machias and Lubec passes through Cutler, with one of the most beautiful small harbors in the United States. A giant

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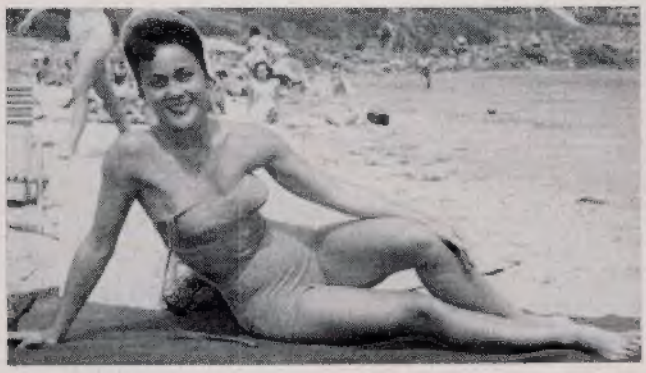

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toes are the chief agricultural activities of Androscoggin County. Canning factories are located at Auburn, Poland, West Minot, Livermore Falls and Leeds. Turner, Turner Center, Durham and Greene also are centers of farming areas based on livestock, vegetables and orcharding.

Livermore and Livermore Falls, at the northern tip of the county, are agricultural and industrial centers, the latter having one of the largest paper mills in Maine, a famous foundry, a glove factory and a large cannery, besides numerous commercial establishments. Numerous small ponds and streams dot the area.

Lisbon and its business center, Lisbon Falls, is the site of the Worumbo Manufacturing Company, long famous for its men's coatings and other fine fabrics, a linoleum factory, and lumber mills. Mechanic Falls, on the western side of the county, is a commercial center for a pond and stream area and has several wood products plants.

The area of eastern Androscoggin County, reached through Wales, Webster, Sabattus, Greene, Leeds and East Livermore, adjoins the famous Kennebec Lakes Region and all of its streams, ponds and lakes including Androscoggin Lake, are well-known to fishermen, cottagers and vacationers.

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(Continued on Page 58)

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